

MAVEN TOY STORE CITY



50
Stores

35
Products

29
Cities

FINANCES

\$14,44M \$10,43M \$4,01M



SALES



CODS



MARGIN

BEST PRODUCT CATEGORY



27 %
OF PROFIT

SEASONALITY TREND SALES

T1	T2	T3	T4
\$1.673.391,75	\$2.015.423,10	\$1.631.301,00	\$2.162.382,23

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



DOWNTOWN
BEST STORE LOCATION

56 %
OF PROFIT

PROFIT BY STORE LOCATION

Downtown	56,02%
Commercial	23,09%
Residential	11,47%
Airport	9,42%

(Based on 2017)

SALES ANALYSIS

YEAR PRODUCT CATEGORY

Product Category	Year	Quarter	Total Sales	Total Units Sold	% Gross Margin	% Sales Growth YoY
Art & Crafts	2017	T1	\$120.680,62	15.038	✓ 28,97 %	
		T2	\$199.389,03	22.997	✓ 27,88 %	
		T3	\$191.076,62	28.838	✓ 28,32 %	
		Total	\$511.146,27	66.873	28,30 %	
	2018	T1	\$589.466,45	67.855	✓ 26,51 %	★ 388,45 %
		T2	\$659.868,68	73.632	✓ 24,96 %	★ 230,95 %
		T3	\$549.388,25	61.575	✓ 29,02 %	★ 187,52 %
	Total		\$1.798.723,38	203.062	26,71 %	
Electronics	2017	T1	\$410.226,36	25.764	✓ 48,65 %	

TOTAL SALES BY CITY

Cuidad de Mexico	\$1,65M
Guadalajara	\$1,32M
Monterrey	\$1,26M
Hermosillo	\$0,90M
Guanajuato	\$0,87M
Puebla	\$0,81M
Toluca	\$0,63M
Xalapa	\$0,61M
Mexicali	\$0,59M
Saltillo	\$0,58M
Campeche	\$0,52M
Chihuahua	\$0,52M
Ciudad Victoria	\$0,29M

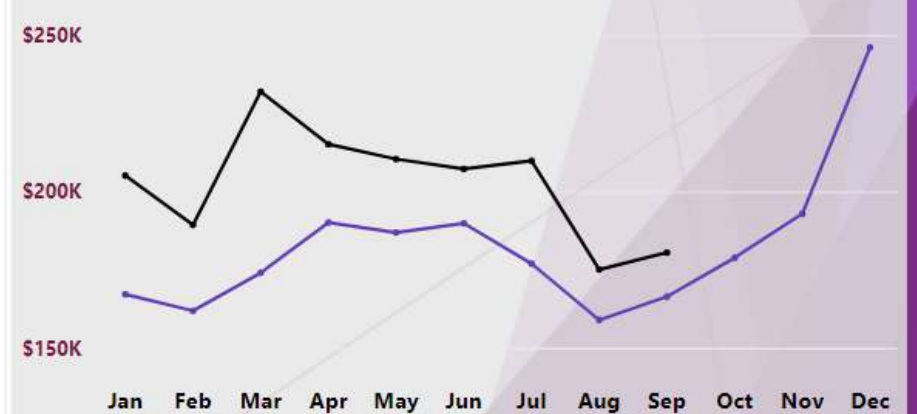
SALES BY YEAR

● 2017 ● 2018



PROFIT BY YEAR

● 2017 ● 2018



INVENTORY MANAGEMENT

PRODUCT CATEGORY

All

\$300,21K

Current Inventory Value

30K

Stock Units On Hand

\$10,71M

Initial Inventory Cost

97,35 %

Stock Sold

Inventory Status:
RESTOCK INVENTORY ASAP !!!

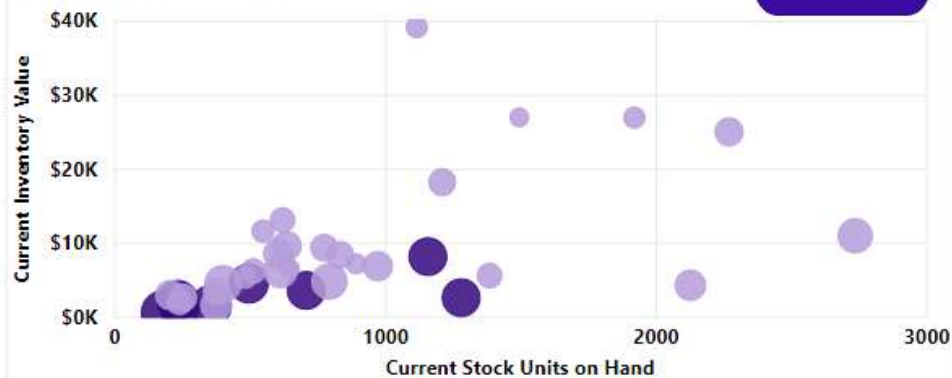
Product Name	Inventory Value	Inventory Stock Quantity	Inventory Sold	Inventory Restocking Cost*
Lego Bricks	\$39.118,82	1118	98,16 %	\$2.129.316,45
Rubik's Cube	\$26.931,03	1497	96,83 %	\$848.570,31
Magic Sand	\$26.888,78	1922	96,93 %	\$874.654,80
Dinosaur Figures	\$24.969,28	2272	92,74 %	\$343.811,16
Nerf Gun	\$18.167,88	1212	95,63 %	\$416.047,45
Toy Robot	\$13.055,78	622	94,97 %	\$259.667,29
PlayDoh Playset	\$11.544,50	550	91,97 %	\$143.739,52
Total	\$300.209,58	29742	97,35 %	\$10.708.137,67

*Cost to restock the inventory to 2017 levels

STOCK DAYS LEFT

Product Name	Aguascalientes	Campeche	Chetumal	Chihuahua	Chilpancingo
Action Figure	5	1	6	4	2
Animal Figures	15	15	7	12	19
Barrel O' Slime	2	2	11	6	3
Chutes & Ladders	3	47	22	26	
Classic Dominoes	8	12	34	21	
Colorbuds	7	6	4	8	5
Dart Gun	11	12	7	32	5
Deck Of Cards	10	9	19	12	14

IMPACT UNSOLD UNITS



CURRENT STOCK BY SOTRE LOCATION

