

Overall Sales Report



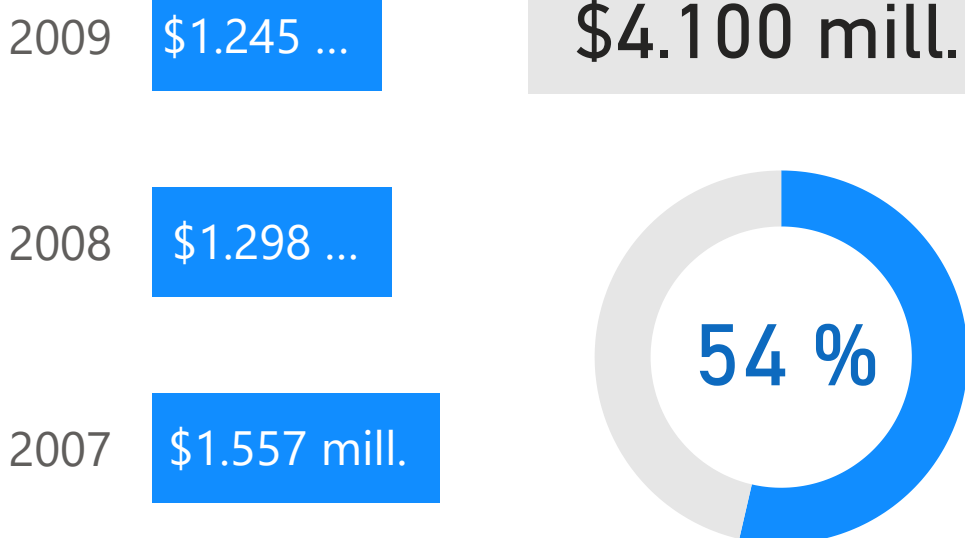
Total Sales

\$7.648 mill.

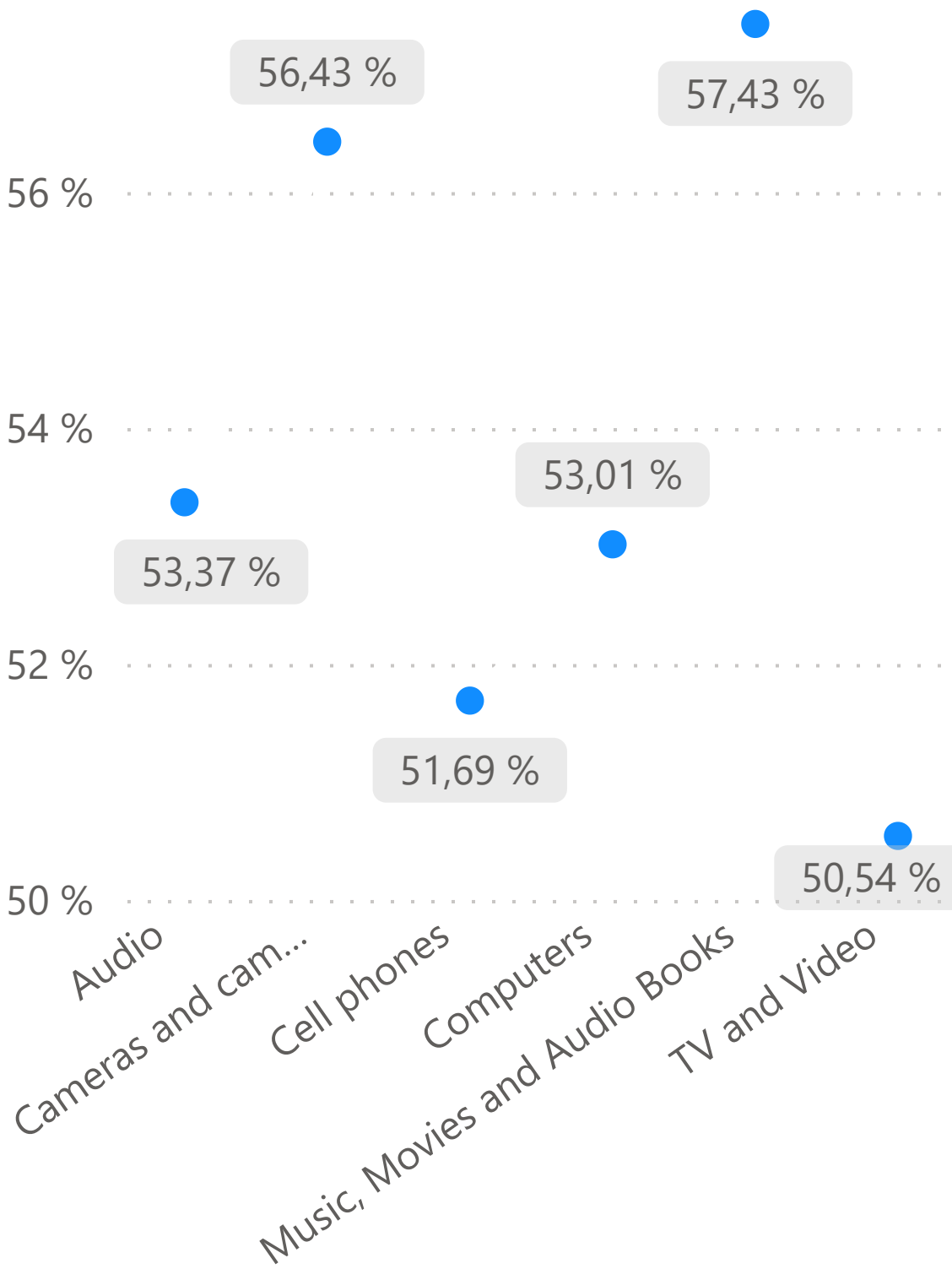
Total Cost

\$3.548 mill.

Profit



% Profit by Product Category

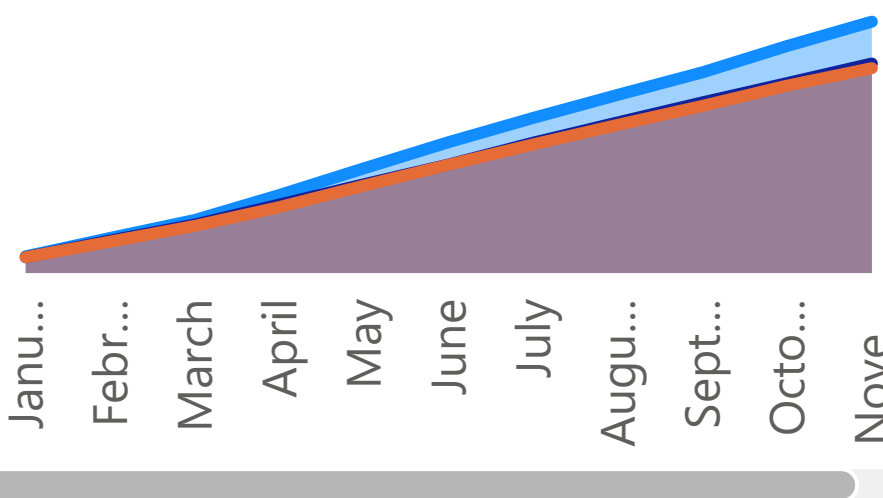


Top Ranking Stores by Sales

Store	TotalAmount	Local Ranking	Store Category
Albany	\$14.744.929	140	★
Alexandria	\$14.190.324	233	★
Amsterdam	\$13.540.281	277	★
Anchorage	\$14.952.653	84	★ ★
Annapolis	\$14.930.034	90	★ ★
Appleton	\$14.641.561	159	★
Arlington	\$14.830.711	112	★
Ashgabat No.2	\$23.187.764	21	★ ★ ★ ★
Ashgabat No.1	\$23.162.825	22	★ ★ ★ ★
Asia Online	\$505.414.235	3	★ ★ ★ ★ ★
Asia Reseller	\$327.981.533	6	★ ★ ★ ★ ★
Athens	\$14.034.403	242	★
Atlantic City	\$14.412.932	205	★
Attleboro	\$14.323.092	221	★
Aurora	\$14.829.377	113	★
Austin	\$14.611.111	172	★
Back River	\$14.522.445	192	★
Bacliff	\$15.118.537	59	★ ★

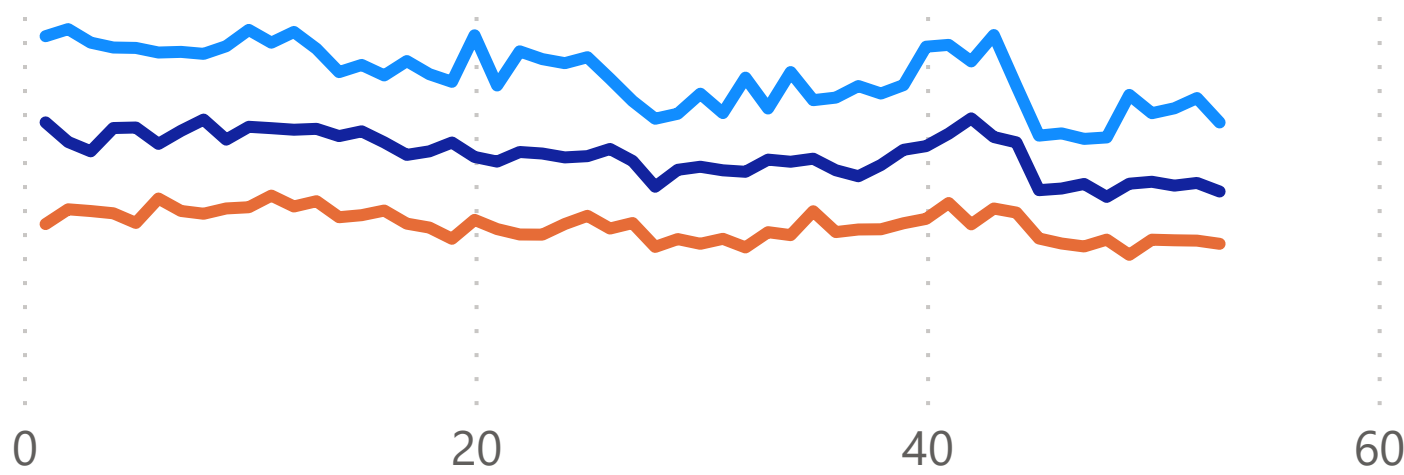
Acumulative Sales by Year

Year ● 2007 ● 2008 ● 2009



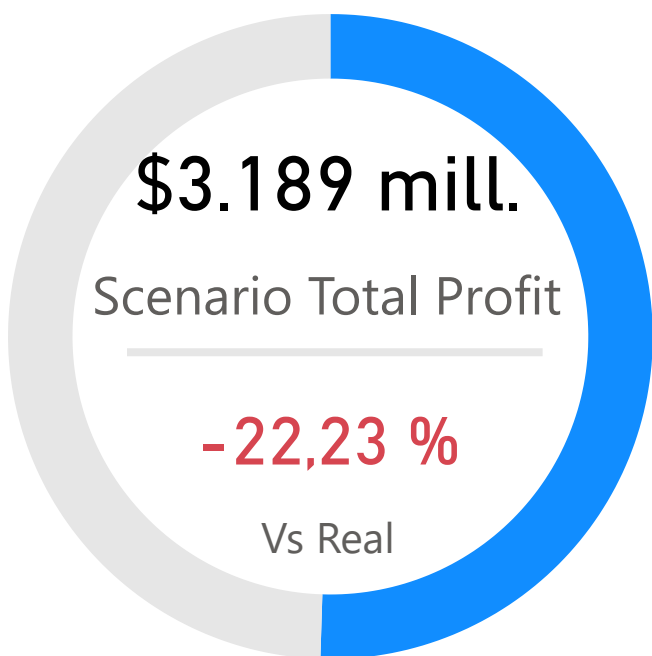
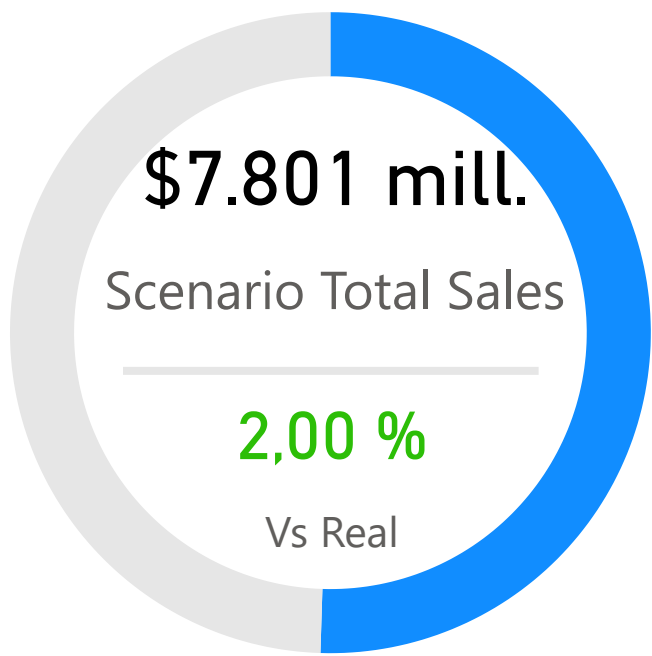
RatioReturns by Week of the Year

Year ● 2007 ● 2008 ● 2009



ProductCategory	2007	2008	2009	Total
TV and Video	1,48 %	1,17 %	0,95 %	1,20 %
Music, Movies and Audio Books	1,32 %	1,17 %	1,09 %	1,21 %
Computers	1,36 %	1,09 %	0,89 %	1,11 %
Cell phones	0,69 %	0,42 %	0,24 %	0,42 %
Cameras and camcorders	1,37 %	1,18 %	0,94 %	1,18 %
Audio	1,98 %	1,19 %	0,86 %	1,18 %
Total	1,17 %	0,89 %	0,63 %	0,88 %

Sales Scenario Report



Parameter UnitPrice

2 %

Parameter UnitCosts

30 %

ProductSubcategoryName	TotalAmount	TotalCosts	TotalProfits	%_Profits	SimulationTotalAmount	SimulationTotalCosts	SimulationTotalProfits
Camcorders	\$1.223.672.031	\$535.986.269	\$687.685.762	56,20 %	\$1.248.145.472	\$696.782.149	\$551.363.323
Projectors & Screens	\$1.017.549.053	\$444.979.606	\$572.569.447	56,27 %	\$1.037.900.034	\$578.473.487	\$459.426.547
Laptops	\$857.385.323	\$412.403.812	\$444.981.511	51,90 %	\$874.533.030	\$536.124.956	\$338.408.074
Digital SLR Cameras	\$743.190.332	\$308.630.545	\$434.559.787	58,47 %	\$758.054.138	\$401.219.708	\$356.834.430
Home Theater System	\$648.805.509	\$324.424.598	\$324.380.910	50,00 %	\$661.781.619	\$421.751.978	\$240.029.641
Desktops	\$462.162.605	\$247.783.418	\$214.379.187	46,39 %	\$471.405.857	\$322.118.443	\$149.287.414
Smart phones & PDAs	\$388.986.505	\$183.233.800	\$205.752.705	52,89 %	\$396.766.235	\$238.203.941	\$158.562.294
Digital Cameras	\$335.107.752	\$154.442.097	\$180.665.655	53,91 %	\$341.809.907	\$200.774.726	\$141.035.181
Televisions	\$282.412.066	\$130.320.681	\$152.091.384	53,85 %	\$288.060.307	\$169.416.886	\$118.643.421
Touch Screen Phones	\$275.697.225	\$133.873.165	\$141.824.061	51,44 %	\$281.211.170	\$174.035.114	\$107.176.056
Printers, Scanners & Fax	\$258.884.449	\$118.900.762	\$139.983.687	54,07 %	\$264.062.138	\$154.570.991	\$109.491.147
Monitors	\$246.110.667	\$106.464.209	\$139.646.458	56,74 %	\$251.032.880	\$138.403.471	\$112.629.409
Car Video	\$281.553.952	\$144.581.497	\$136.972.455	48,65 %	\$287.185.031	\$187.955.946	\$99.229.085
Movie DVD	\$152.246.991	\$64.818.244	\$87.428.747	57,43 %	\$155.291.930	\$84.263.717	\$71.028.213
Cell phones Accessories	\$108.853.194	\$56.953.280	\$51.899.913	47,68 %	\$111.030.258	\$74.039.264	\$36.990.994
Computers Accessories	\$101.482.148	\$52.512.877	\$48.969.270	48,25 %	\$103.511.790	\$68.266.740	\$35.245.050
MP4&MP3	\$59.714.799	\$26.195.599	\$33.519.199	56,13 %	\$60.909.094	\$34.054.279	\$26.854.815
Home & Office Phones	\$44.387.441	\$21.078.816	\$23.308.624	52,51 %	\$45.275.189	\$27.402.461	\$17.872.728
Cameras & Camcorders	\$47.265.721	\$24.558.141	\$22.707.580	48,04 %	\$48.211.036	\$31.925.583	\$16.285.453
Total	\$7.648.132.087	\$3.547.747.597	\$4.100.384.489	53,61 %	\$7.801.094.728	\$4.612.071.877	\$3.189.022.851