





🖏 Scenario

Overall Sales Report

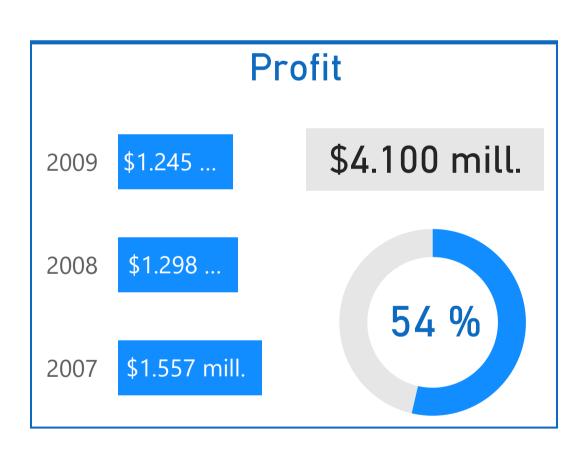


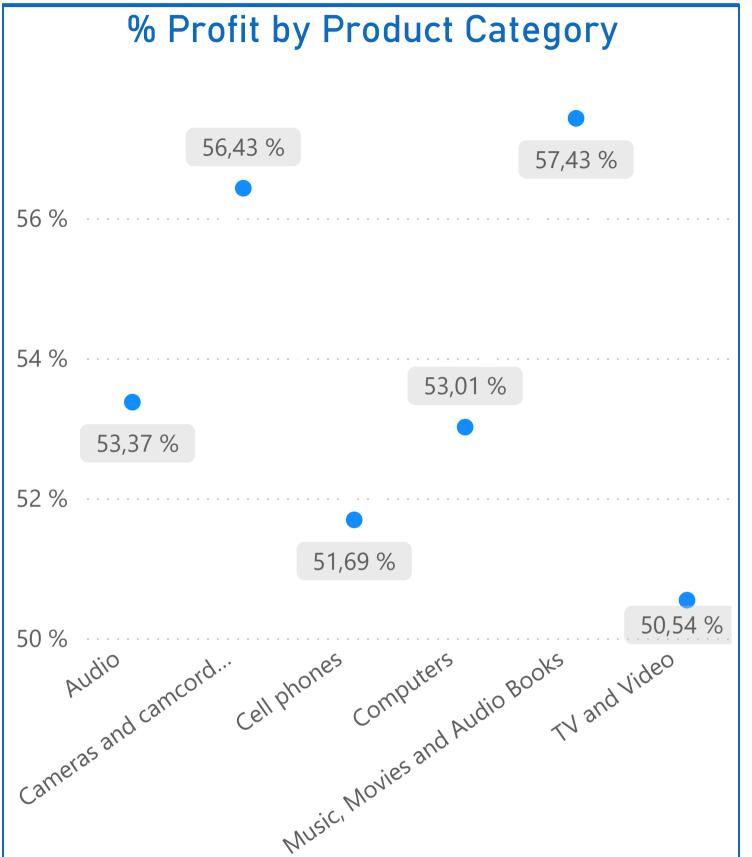
Total Sales

\$7.648 mill.

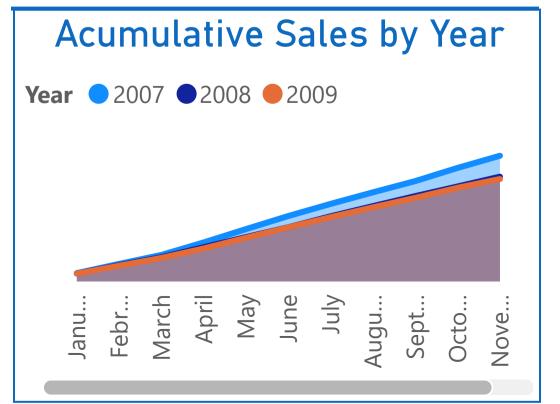
Total Cost

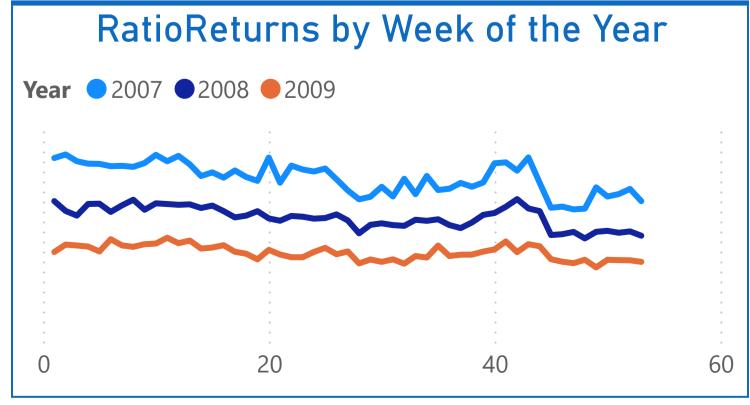
\$3.548 mill.

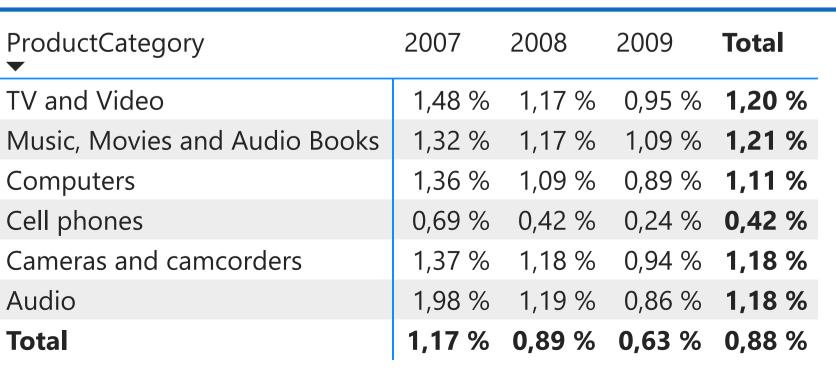


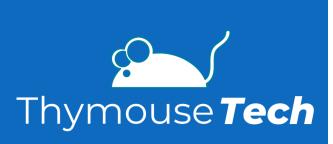












S Overall

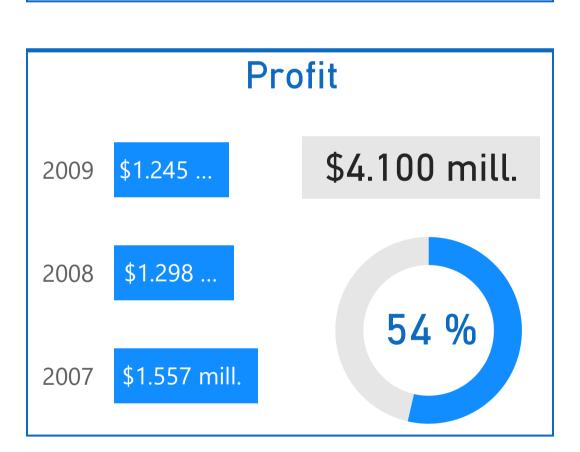
Comparative

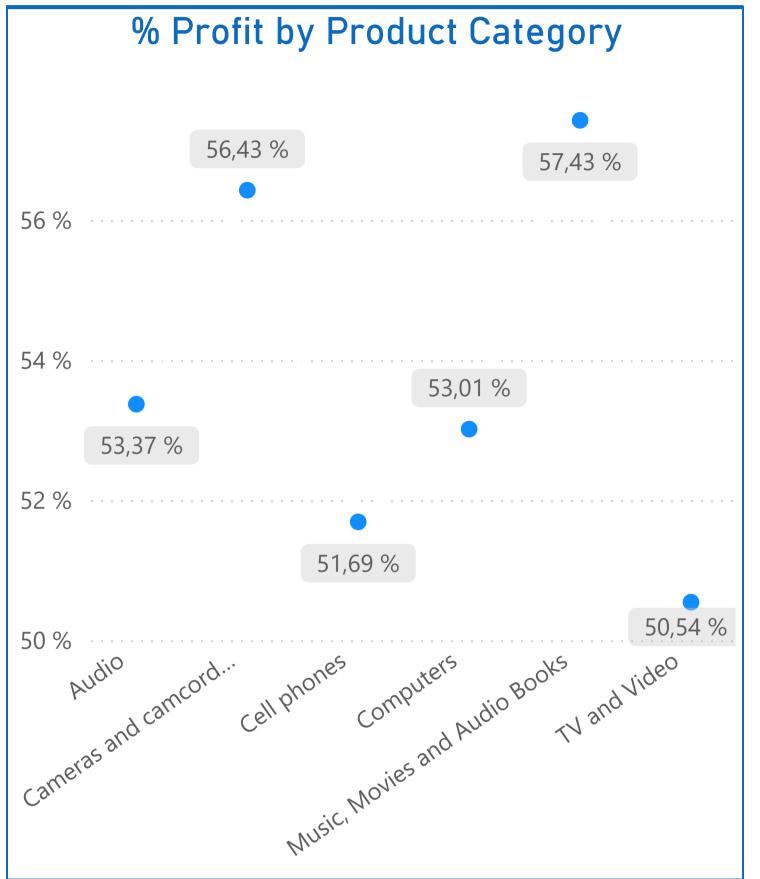
🖏 Scenario

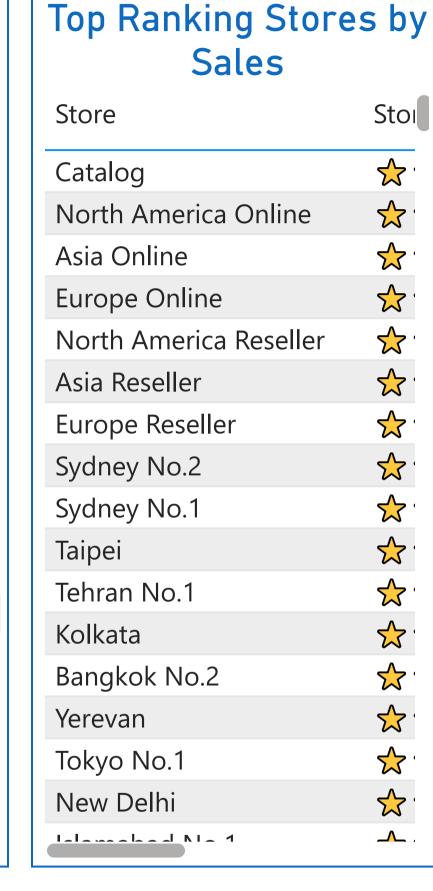
Overall Sales Report

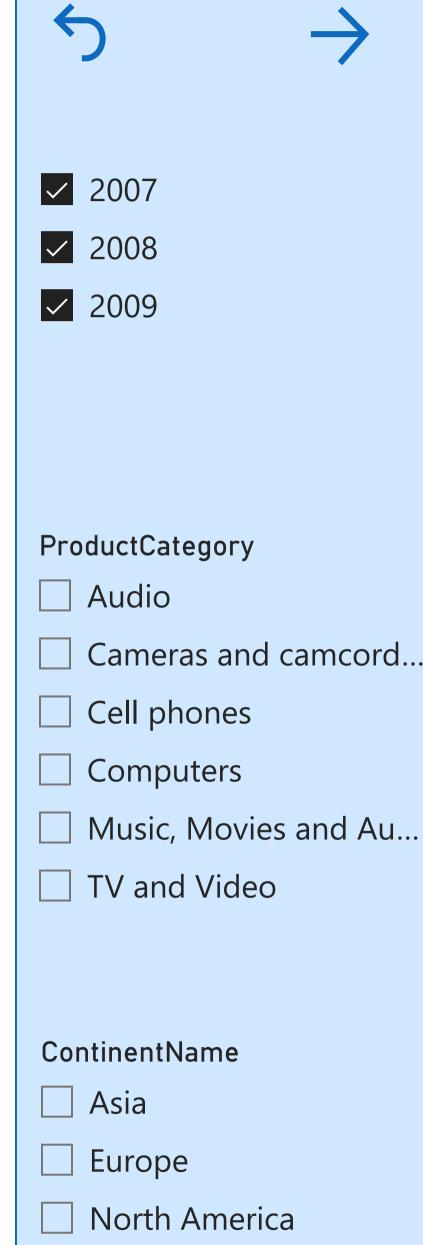
Total Sales
\$7.648 mill.

Total Cost
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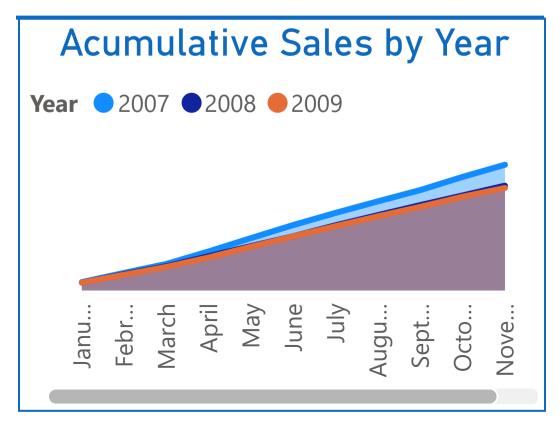


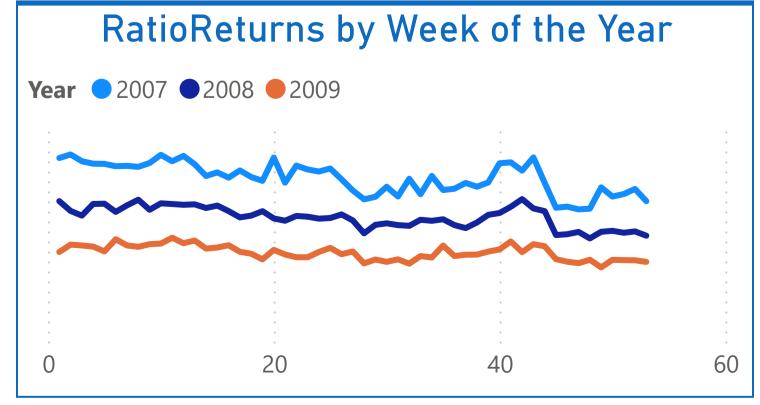






Oceania





ProductCategory -
TV and Video
Music, Movies and Audio Books
Computers
Cell phones
Cameras and camcorders
Audio
Total



Total Income Comparative from Current Year Vs Last Year Segmented by: Year: 2009 | Category: Multiple | Continent: Multiple



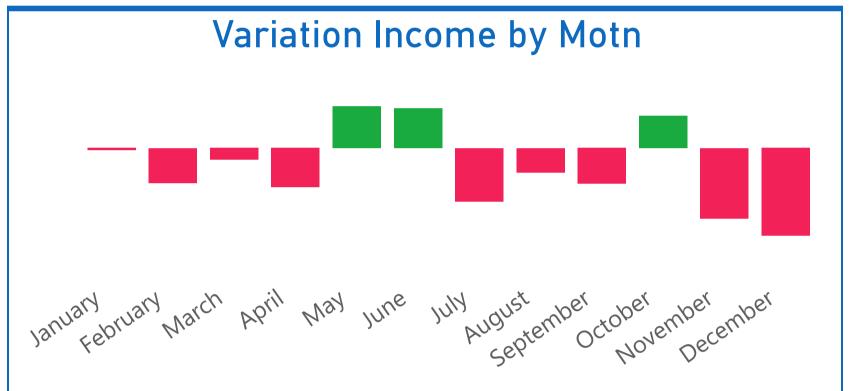


Comparative

Scenario 🖔

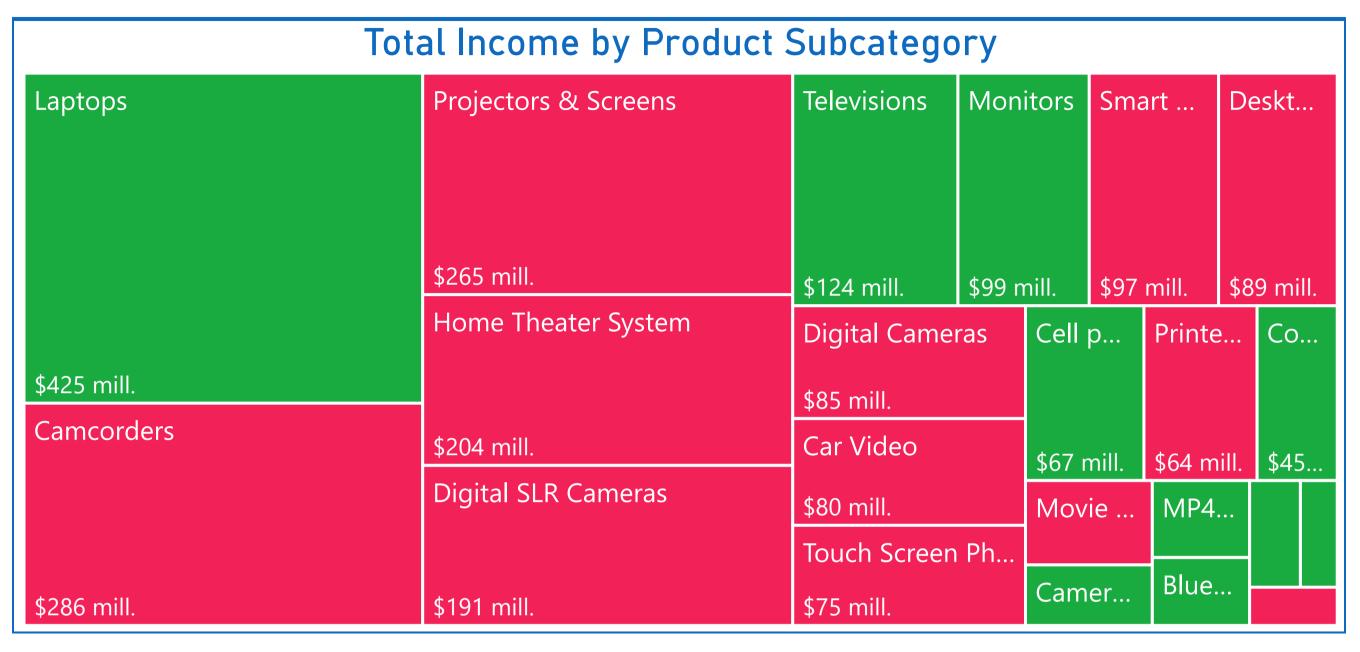


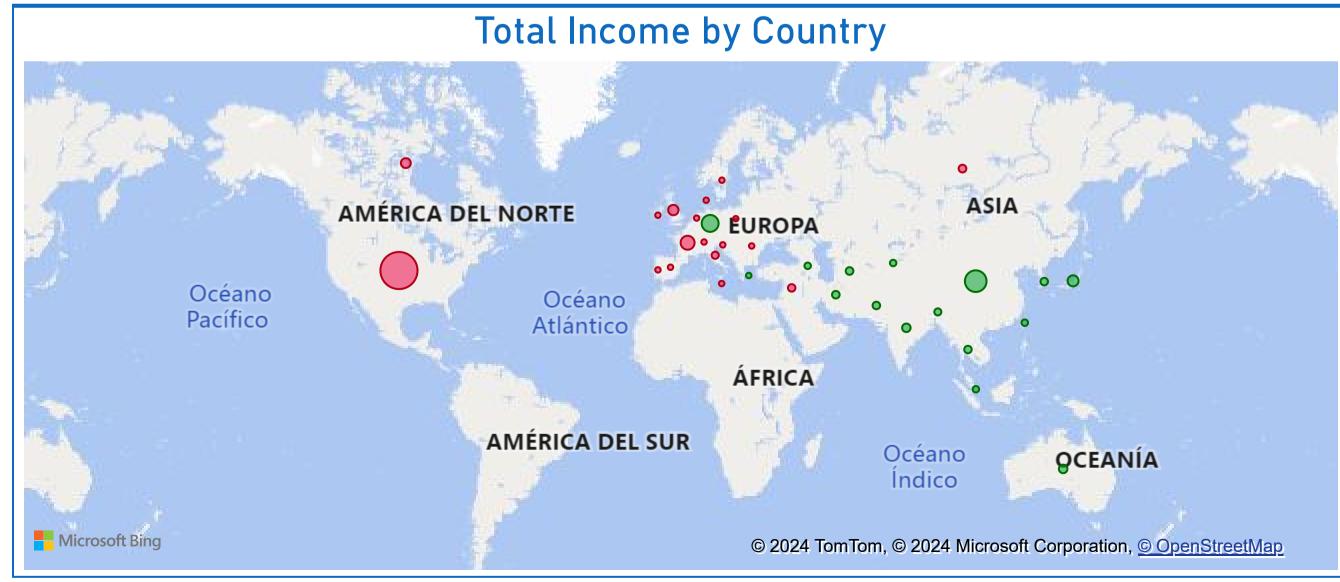
Total Income \$2.342.356.903 Objetivo: \$2.418.115.901 (-3.13 %)



Variation Income by Motn	
January March April May June July September October per	ember

Month	Total Income	Total Income Last Year
January	\$165.664.490 ↓	\$166.283.500
February	\$165.050.531 	\$175.803.049
March	\$165.088.255 	\$168.690.533
April	\$197.808.642 🖖	\$209.903.451
May	\$225.771.274	\$212.936.653
June	\$219.371.477 🎓	\$207.079.792
July	\$213.418.051 	\$229.906.366
August	\$205.615.939 🤟	\$213.168.678
September	\$199.171.552 ↓	\$210.186.489
October	\$212.431.610	\$202.461.253
November	\$183.719.485	\$205.399.887
Total	\$2.342.356.903	\$2.418.115.901







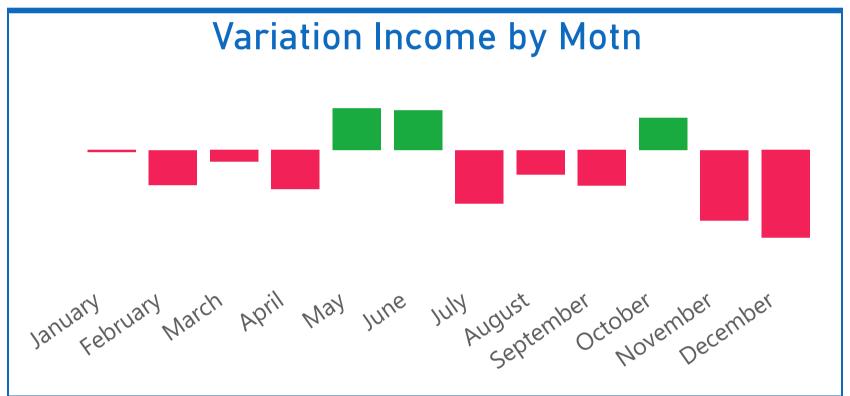
Total Income Comparative from Current Year Vs Last Year Segmented by: Year: 2009 | Category: Multiple | Continent: ...

© Overall

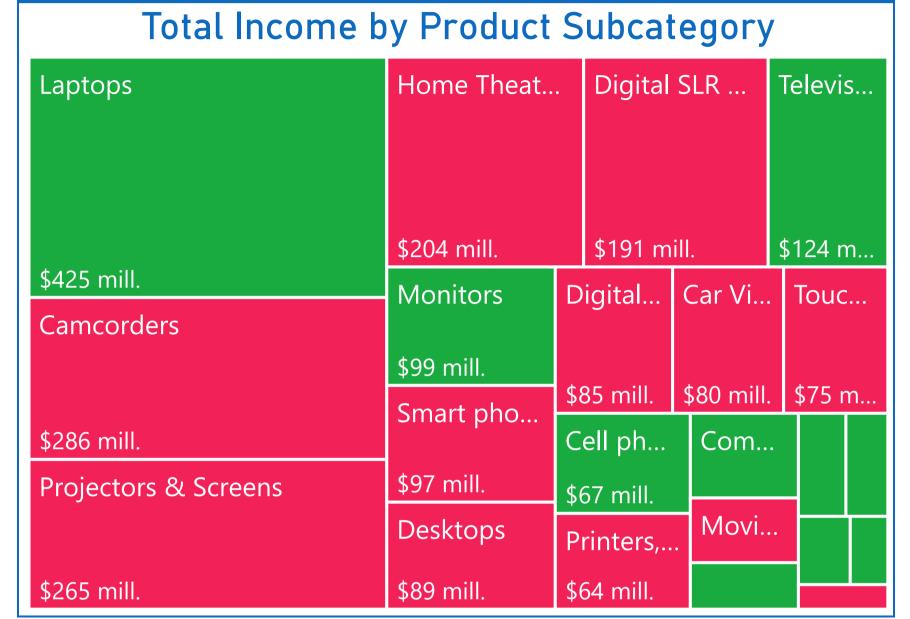
Comparative

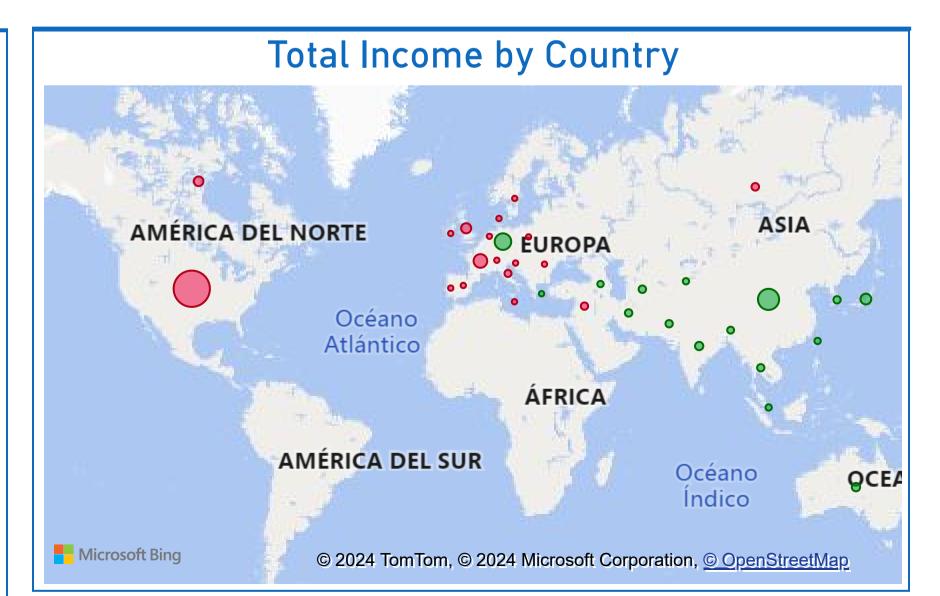
🖏 Scenario



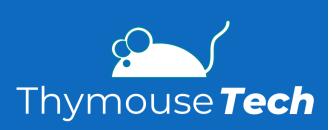


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Total	\$2.342.356.903	\$2.418.115.901





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Year 2007 2008 2009	
ProductCategory Audio Cameras and camcord Cell phones Computers Music, Movies and Au TV and Video	
ContinentName Asia Europe North America Oceania	



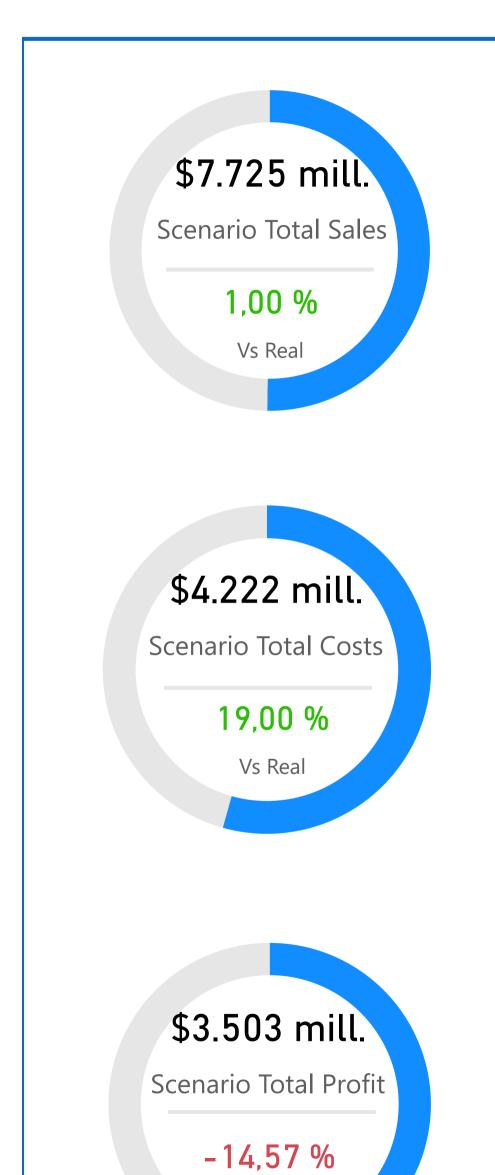
Sales Scenario Report



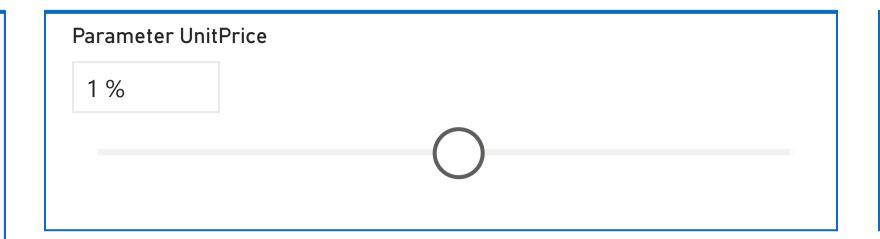


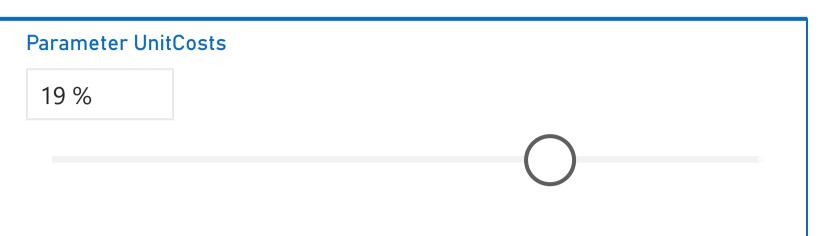


Scenario



Vs Real





ProductSubcategoryNa me	TotalAmount	TotalCosts	TotalProfits ▼	%_Profits	SimulationTotalA mount	SimulationTotal Costs	Simul alPro
Camcorders	\$1.223.672.031	\$535.986.269	\$687.685.762	56,20 %	\$1.235.908.751	\$637.823.660	\$59
Projectors & Screens	\$1.017.549.053	\$444.979.606	\$572.569.447	56,27 %	\$1.027.724.544	\$529.525.731	\$49
Laptops	\$857.385.323	\$412.403.812	\$444.981.511	51,90 %	\$865.959.176	\$490.760.537	\$37
Digital SLR Cameras	\$743.190.332	\$308.630.545	\$434.559.787	58,47 %	\$750.622.235	\$367.270.348	\$38
Home Theater System	\$648.805.509	\$324.424.598	\$324.380.910	50,00 %	\$655.293.564	\$386.065.272	\$26
Desktops	\$462.162.605	\$247.783.418	\$214.379.187	46,39 %	\$466.784.231	\$294.862.267	\$17
Smart phones & PDAs	\$388.986.505	\$183.233.800	\$205.752.705	52,89 %	\$392.876.370	\$218.048.223	\$17
Digital Cameras	\$335.107.752	\$154.442.097	\$180.665.655	53,91 %	\$338.458.830	\$183.786.095	\$15 ₀
Televisions	\$282.412.066	\$130.320.681	\$152.091.384	53,85 %	\$285.236.186	\$155.081.611	\$13
Touch Screen Phones	\$275.697.225	\$133.873.165	\$141.824.061	51,44 %	\$278.454.198	\$159.309.066	\$11
Printers, Scanners & Fax	\$258.884.449	\$118.900.762	\$139.983.687	54,07 %	\$261.473.294	\$141.491.907	\$11
Monitors	\$246.110.667	\$106.464.209	\$139.646.458	56,74 %	\$248.571.774	\$126.692.408	\$12
Car Video	\$281.553.952	\$144.581.497	\$136.972.455	48,65 %	\$284.369.492	\$172.051.981	\$11.
Movie DVD	\$152.246.991	\$64.818.244	\$87.428.747	57,43 %	\$153.769.460	\$77.133.710	\$7
Cell phones Accessories	\$108.853.194	\$56.953.280	\$51.899.913	47,68 %	\$109.941.726	\$67.774.403	\$4.
Computers Accessories	\$101.482.148	\$52.512.877	\$48.969.270	48,25 %	\$102.496.969	\$62.490.324	\$4
MP4&MP3	\$59.714.799	\$26.195.599	\$33.519.199	56,13 %	\$60.311.947	\$31.172.763	\$2
Home & Office Phones	\$44.387.441	\$21.078.816	\$23.308.624	52,51 %	\$44.831.315	\$25.083.791	\$1
Cameras & Camcorders	\$47.265.721	\$24.558.141	\$22.707.580	48,04 %	\$47.738.379	\$29.224.188	\$1
Total	\$7.648.132.087	\$3.547.747.597	\$4.100.384.489	53,61 %	\$7.724.613.408	\$4.221.819.641	\$3.5

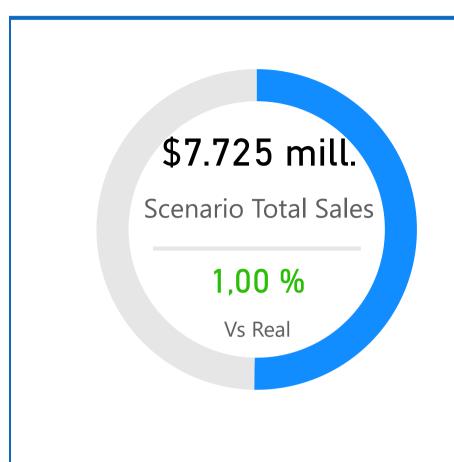


Sales Scenario Report

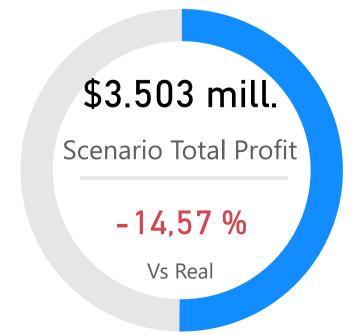
S Overall

Comparative Comparative

Scenario









Parameter UnitCos	ts		
19 %			
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Total	\$7.648.132.087	\$3.547.747.597	\$4.100.384.489	53,61 %	\$7.7
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Cell phones Accessories	\$108.853.194	\$56.953.280	\$51.899.913	47,68 %	4
Movie DVD	\$152.246.991	\$64.818.244	\$87.428.747	57,43 %	4
Car Video	\$281.553.952	\$144.581.497	\$136.972.455	48,65 %	4
Monitors	\$246.110.667	\$106.464.209	\$139.646.458	56,74 %	4
Printers, Scanners & Fax	\$258.884.449	\$118.900.762	\$139.983.687	54,07 %	4
Touch Screen Phones	\$275.697.225	\$133.873.165	\$141.824.061	51,44 %	4
Televisions	\$282.412.066	\$130.320.681	\$152.091.384	53,85 %	4
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Desktops	\$462.162.605	\$247.783.418	\$214.379.187	46,39 %	4
Home Theater System	\$648.805.509	\$324.424.598	\$324.380.910	50,00 %	4
Digital SLR Cameras	\$743.190.332	\$308.630.545	\$434.559.787	58,47 %	9
Laptops	\$857.385.323	\$412.403.812	\$444.981.511	51,90 %	4
Projectors & Screens	\$1.017.549.053	\$444.979.606	\$572.569.447	56,27 %	\$1
Camcorders	\$1.223.672.031	\$535.986.269	\$687.685.762	56,20 %	\$1
ProductSubcategoryNa me	TotalAmount	TotalCosts	TotalProfits ▼	%_Profits	Simu mou

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✓	200720082009
Pro	
Co	ntinentName Asia Europe North America Oceania