

Details

Regions

Brands

Sale performance

Brand x Region

Brand  
All

Month  
All

Province  
Search  
Select all  
Bac Ninh  
Binh Dinh  
Binh Duong  
Binh Thuan  
Ca Mau  
Cao Bang  
Da Nang  
Dien Bien  
Dong Nai

Volume

822.12bn

84K (HL) this month

-1.26% ▼ vs last month

Turnover

\$37.15T

3.06T \$ this month

-1.38% ▼ vs last month

GBC

(\$2T)

-0.19T \$ this month

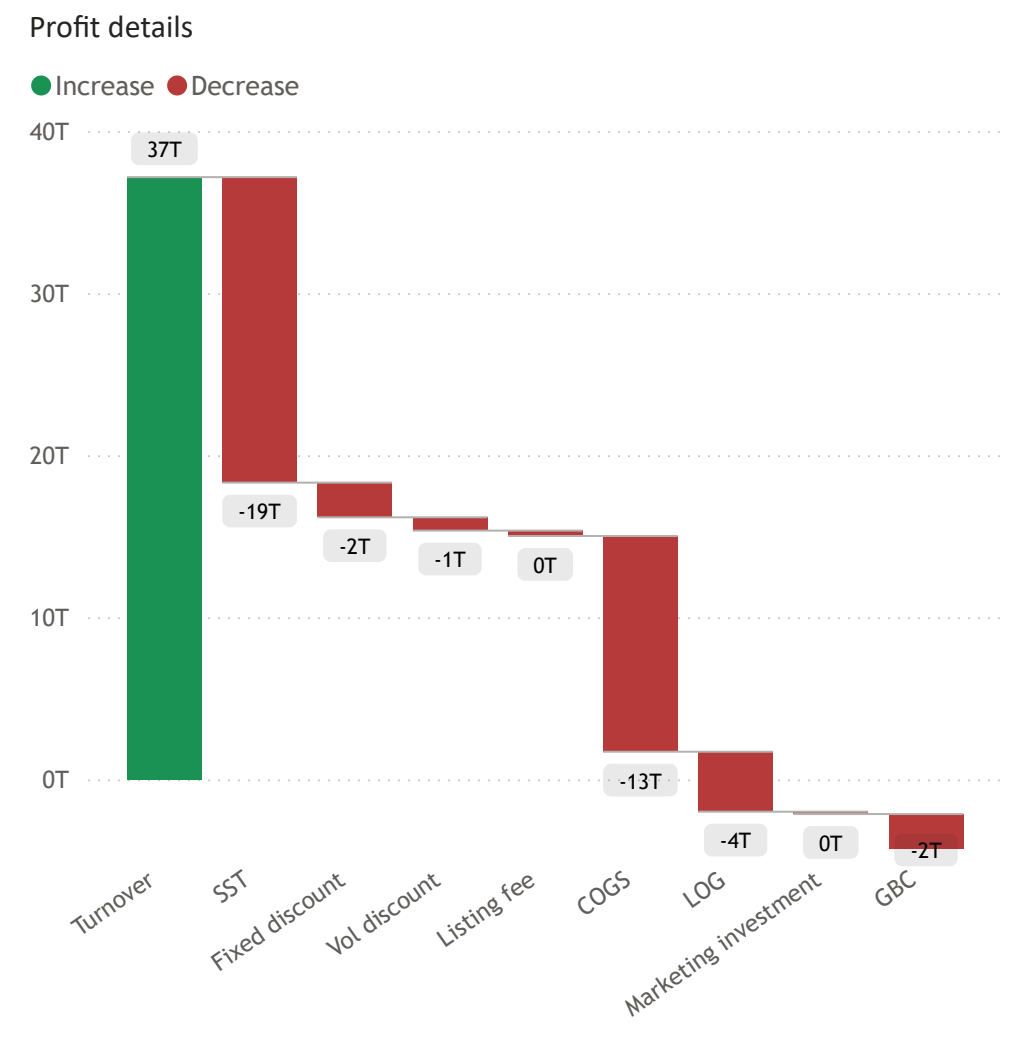
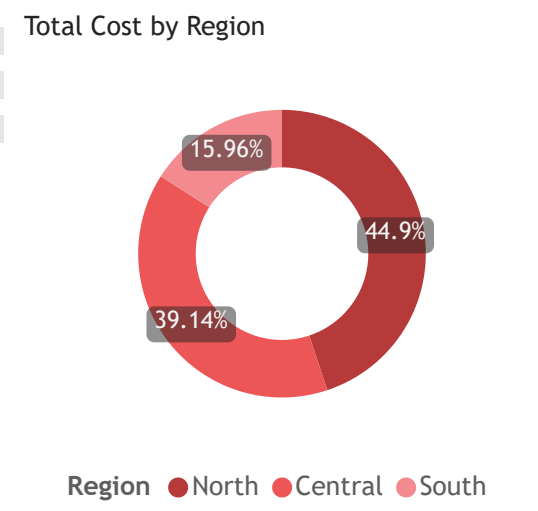
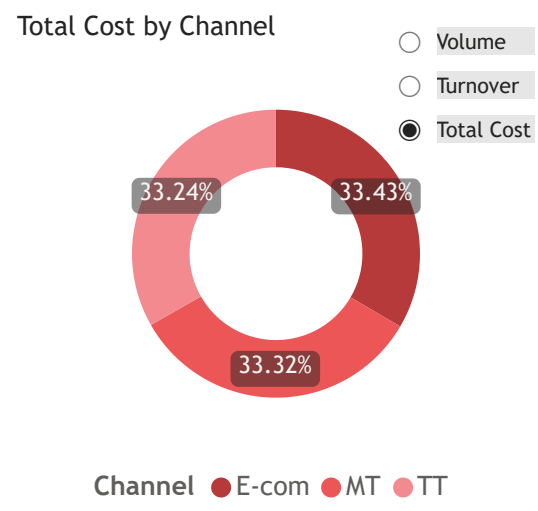
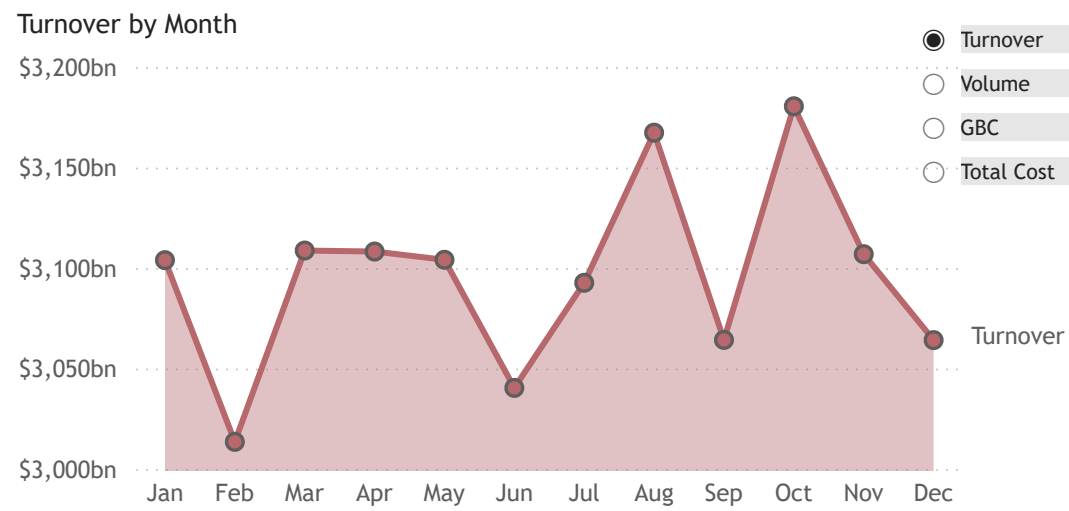
8.26% ▲ vs last month

Total Cost

\$17.08T

1.41T \$ this month

-1.41% ▼ vs last month





# P&L FY 2024 - Brands & Region

1	2	3	4	5	6	7	8	9	10	11	12
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	A	B	C	D	E	F	Total
Volume (HL)	171,440	169,945	171,320	169,315	173,199	166,090	1,021,309
Turnover	\$5,677bn	\$5,855bn	\$4,301bn	\$2,783bn	\$8,153bn	\$10,386bn	\$37,154bn
% of Turnover	15.28%	15.76%	11.58%	7.49%	21.94%	27.95%	100.00%
SST	\$3,690bn	\$3,806bn	\$2,796bn	\$1,809bn	\$0bn	\$6,751bn	\$18,851bn
Gross Revenue	1,987bn	2,049bn	1,505bn	974bn	8,153bn	3,635bn	18,303bn
Fixed discount	230bn	238bn	175bn	112bn	953bn	428bn	2,138bn
Volume discount	101bn	106bn	8bn	5bn	421bn	182bn	822bn
Listing fee	\$55bn	\$53bn	\$55bn	\$56bn	\$55bn	\$56bn	\$331bn
Net revenue	\$1,600bn	\$1,652bn	\$1,268bn	\$800bn	\$6,724bn	\$2,969bn	\$15,012bn
COGS	\$2,198bn	\$2,126bn	\$1,320bn	\$850bn	\$2,900bn	\$3,918bn	\$13,312bn
Gross profit	(\$598bn)	(\$474bn)	(\$52bn)	(\$50bn)	\$3,824bn	(\$949bn)	\$1,701bn
LOG	\$534bn	\$471bn	\$464bn	\$304bn	\$943bn	\$982bn	\$3,699bn
GPAL	(\$1,132bn)	(\$945bn)	(\$516bn)	(\$355bn)	\$2,881bn	(\$1,931bn)	(\$1,999bn)
Marketing expense	18bn	17bn	15bn	12bn	22bn	62bn	146bn
GBC	(\$1,150bn)	(\$962bn)	(\$531bn)	(\$367bn)	\$2,858bn	(\$1,993bn)	(\$2,145bn)

	North	Central	South	Total
Volume (HL)	459,542	398,823	162,944	1,021,309
Turnover	\$16,690bn	\$14,541bn	\$5,924bn	\$37,154bn
% of Turnover	44.92%	39.14%	15.94%	100.00%
SST	\$8,487bn	\$7,369bn	\$2,995bn	\$18,851bn
Gross Revenue	8,203bn	7,171bn	2,929bn	18,303bn
Fixed discount	956bn	835bn	347bn	2,138bn
Volume discount	368bn	319bn	136bn	822bn
Listing fee	\$152bn	\$126bn	\$53bn	\$331bn
Net revenue	\$6,728bn	\$5,892bn	\$2,393bn	\$15,012bn
COGS	\$5,977bn	\$5,210bn	\$2,125bn	\$13,312bn
Gross profit	\$751bn	\$682bn	\$268bn	\$1,701bn
LOG	\$1,661bn	\$1,448bn	\$590bn	\$3,699bn
GPAL	(\$910bn)	(\$766bn)	(\$322bn)	(\$1,999bn)
Marketing expense	\$11bn	\$11bn	\$11bn	\$146bn
GBC	(\$921bn)	(\$777bn)	\$333bn	(\$2,145bn)



# Sale performance

Brands

All

Region

All

Channel

All

Month

1

12

Area

- ☐ Bac Ninh
- ☐ Binh Dinh
- ☐ Binh Duong
- ☐ Binh Thuan
- ☐ Ca Mau
- ☐ Cao Bang
- ☐ Da Nang
- ☐ Dien Bien
- ☐ Dong Nai
- ☐ Ha Noi

Turnover

\$37.15T

Volume (unit)

103M

Cities

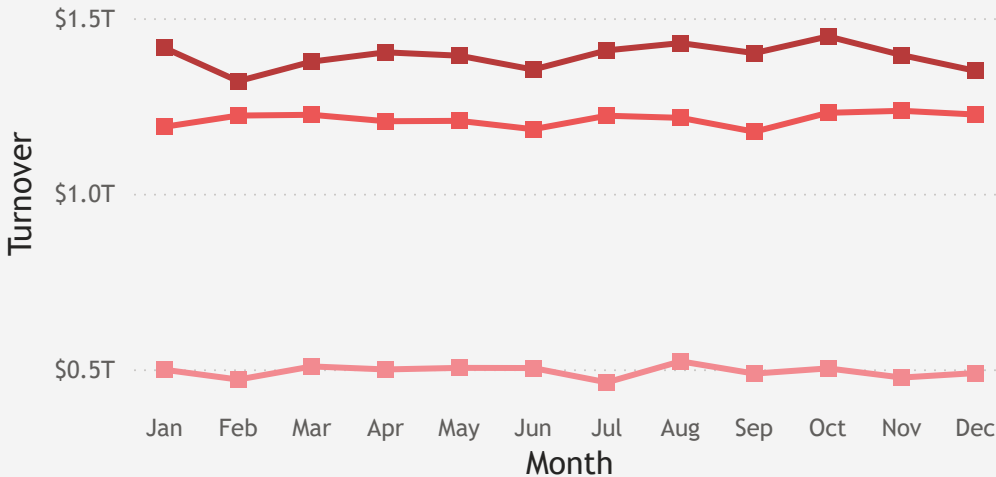
31

Average Pricing

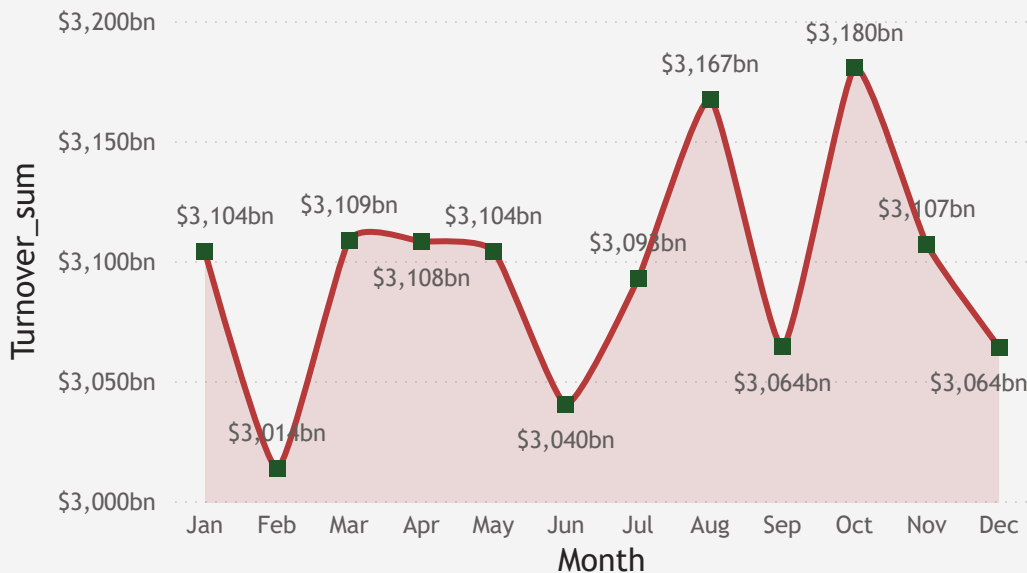
146K

Turnover by Region

Region ■ North ■ Central ■ South



Turnover\_sum by Month



	Brand	Volume (HL)	Average of Price (VAT)	Turnover	Gross Revenue	Net Revenue	Gross profit	GPAL	GBC
⬆	A	171.44K	\$460,908	\$5,677bn	\$1,987bn	\$1,600bn			
⬆	B	169.94K	\$477,198	\$5,855bn	\$2,049bn	\$1,652bn			
⬆	C	171.32K	\$347,053	\$4,301bn	\$1,505bn	\$1,268bn			
⬆	D	169.32K	\$227,619	\$2,783bn	\$974bn	\$800bn			
⬆	E	173.20K	\$650,725	\$8,153bn	\$8,153bn	\$6,724bn			
⬆	F	166.09K	\$867,633	\$10,386bn	\$3,635bn	\$2,969bn			
	Total	1,021.31K	\$505,189	\$37,154bn	\$18,303bn	\$15,012bn	\$1,701bn	(\$1,999bn)	(\$2,065bn)



Month

1

12

Channel

All

Brand

All

Region

All

Province

Search

Select all

Bac Ninh

Binh Dinh

Binh Duong

Binh Thuan

Ca Mau

Cao Bang

Da Nang

Dien Bien

Dong Nai

Ha Noi

...

## Performance by Region

No. Cities

31

City ranking

1

Turnover

\$37.15T

Volume (HL)

1.02M

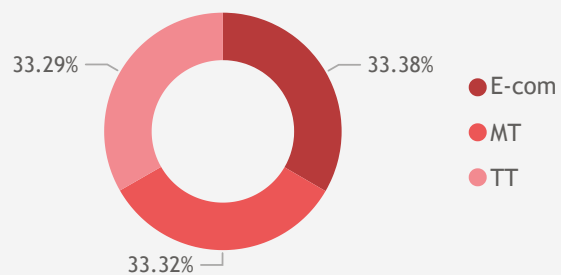
Total Cost

\$17.08T

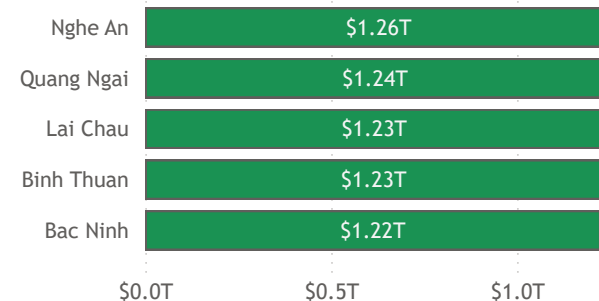
GBC

(\$2.14T)

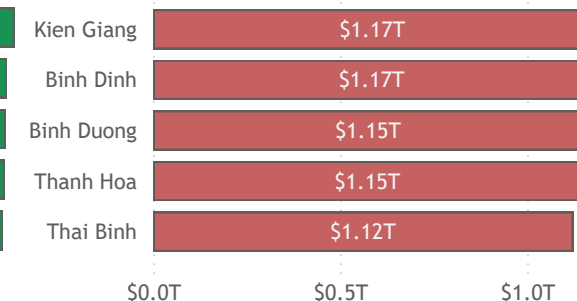
Turnover by channel



Top 5 - Highest by area

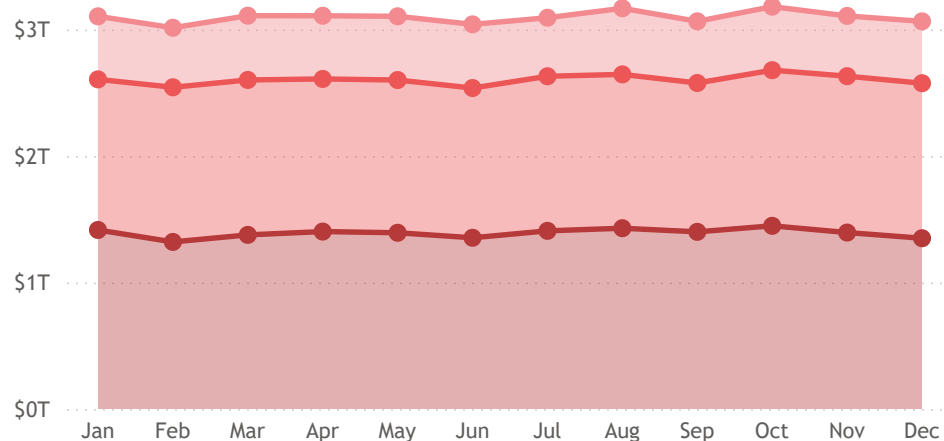


Top 5 - Lower by area



Brands turnover by month

Region ● North ● Central ● South



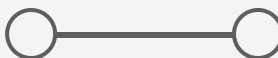
Turnover by Provinces





Month

1 12



Channel

All

Brand

All

Region

All

Province

Search

- ☐ Select all
- ☐ Bac Ninh
- ☐ Binh Dinh
- ☐ Binh Duong
- ☐ Binh Thuan
- ☐ Ca Mau
- ☐ Cao Bang
- ☐ Da Nang
- ☐ Dien Bien
- ☐ Dong Nai
- ☐ Ha Noi
- ☐ ...

## Performance by Brand

Turnover

\$37.15T

Gross Margin

49.3%

% Discount

8.86%

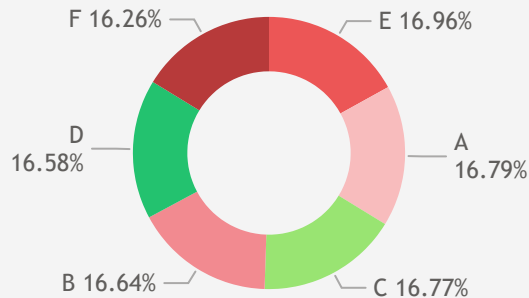
% Cost/ revenue

46.18%

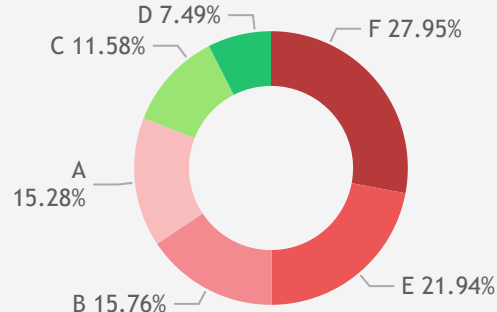
GBC

-5.56%

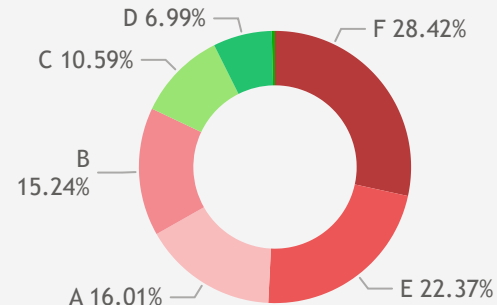
Volume by brand



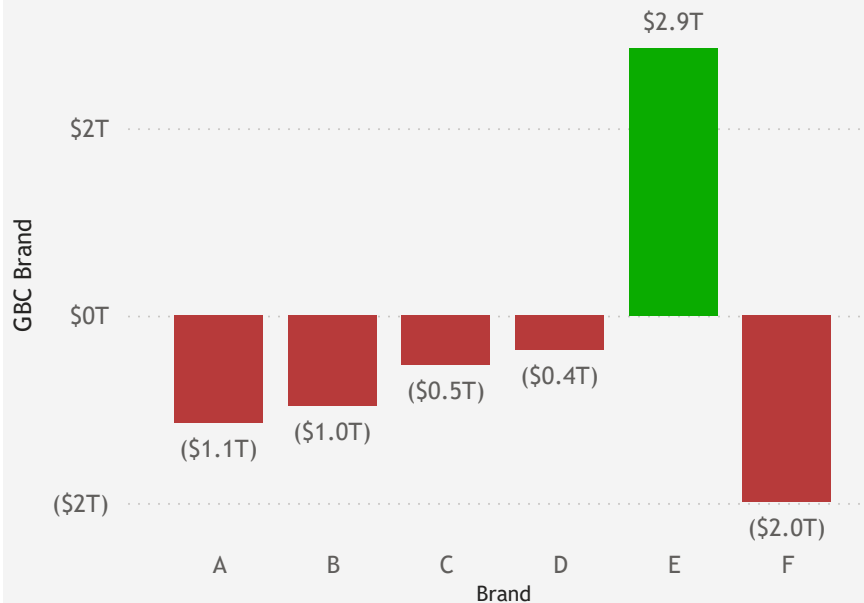
Turnover by brand



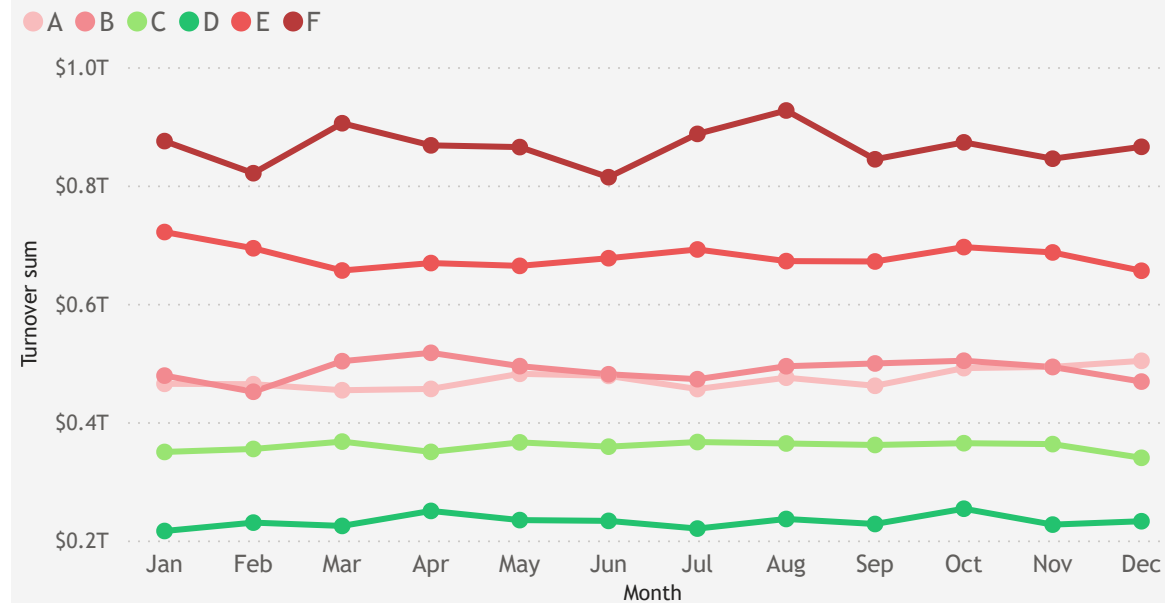
Cost by brand



GBC by Brand



Turnover by Brands





## Business Performance

Brands

All

37.15T

Turnover

15.01T

Net revenue

-2.07T

GBC

1,021,309.11

Volume (HL)

P&L detail

P&L Waterfall

Channel

All

% SST/turnover

Cost/turnover %

Discount %

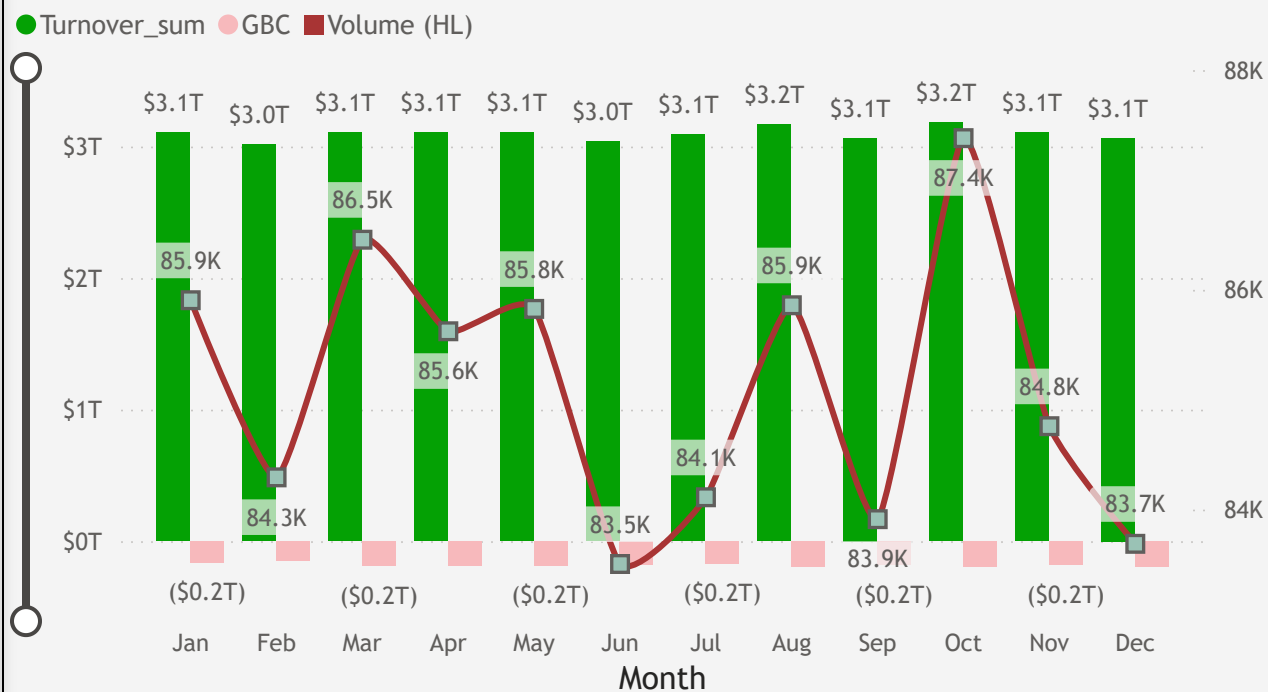
Region

All

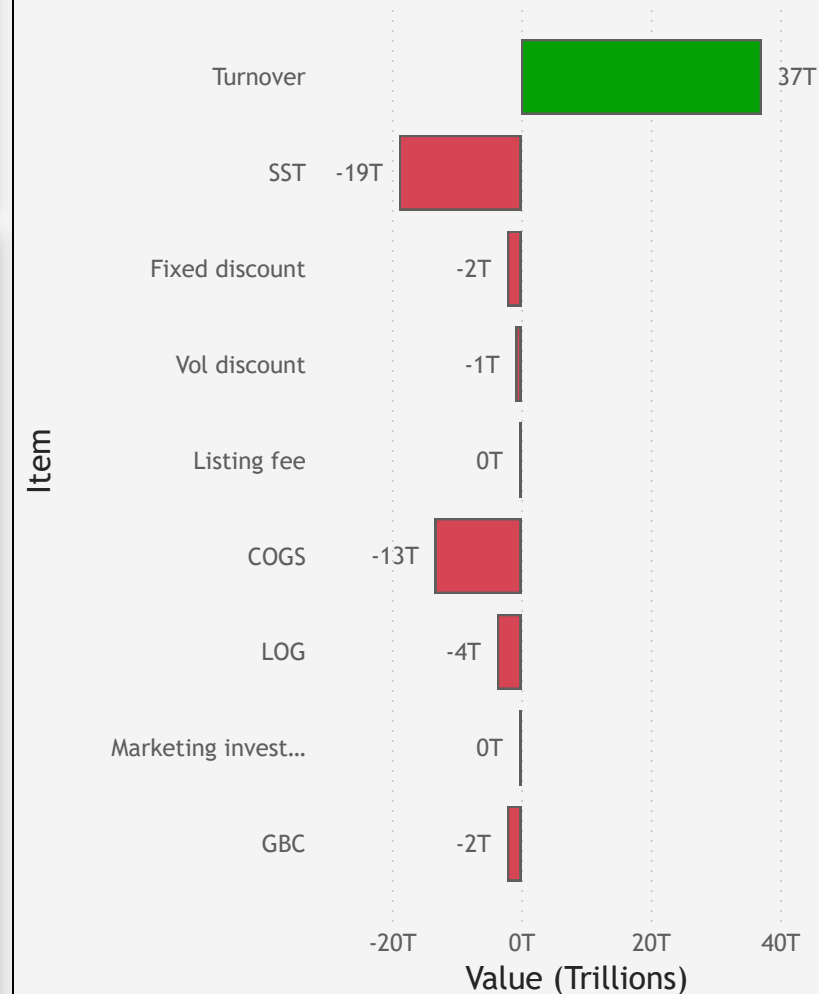
Area

- ☐ Bac Ninh
- ☐ Binh Dinh
- ☐ Binh Duong
- ☐ Binh Thuan
- ☐ Ca Mau
- ☐ Cao Bang
- ☐ Da Nang
- ☐ Dien Bien
- ☐ Dong Nai
- ☐ Ha Noi
- ☐ Ha Tinh
- ☐ Hai Phong

### Results by month



### Profit details





# Relationship Region x Brand

Month

All

Brand

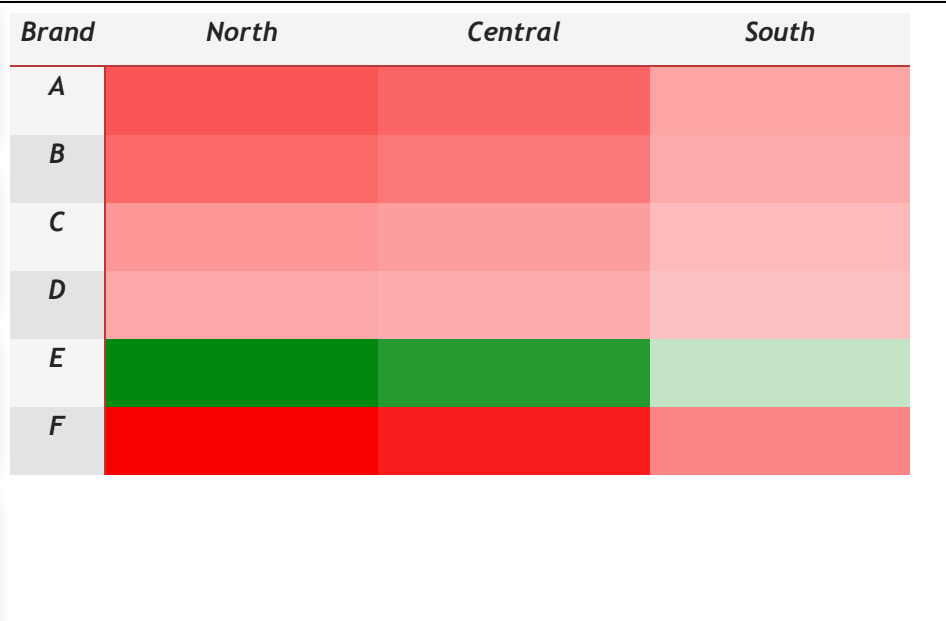
All

Region

All

Area

All



Brand	Turnover	Gross revenue	Net revenue	GPAL	GBC
A	\$5,677bn	1,987bn	\$1,600bn	(\$1,132bn)	(\$1,132bn)
B	\$5,855bn	2,049bn	\$1,652bn	(\$945bn)	(\$945bn)
C	\$4,301bn	1,505bn	\$1,268bn	(\$516bn)	(\$516bn)
D	\$2,783bn	974bn	\$800bn	(\$355bn)	(\$355bn)
E	\$8,153bn	8,153bn	\$6,724bn	\$2,881bn	\$2,881bn
F	\$10,386bn	3,635bn	\$2,969bn	(\$1,931bn)	(\$1,931bn)

- Note
- The heatmap chart presents the relationship between Region and Brands, the Green represents positive and the darkest shade represents the highest values
  - The bar chart presents turnover by region with % of each brand in each region

Turnover by region

Brand ● A ● B ● C ● D ● E ● F

