



2010-2013 BUSINESS REVIEW



SALES
OVERVIEW



SALES
RETURNS



SALES
ANALYSIS



SALES
FORECAST



SCENARIO
ANALYSIS



SALES OVERVIEW



GROSS SALES

4.19% ▲

\$34,248,989

vs 6 Months Ago

32,872,046

NET SALES

4.07% ▲

\$33,068,485

vs 6 Months Ago

31,775,824

COST OF SALES

3.52% ▲

\$10,488,409

vs 6 Months Ago

\$10,131,657

RETURNS

-11.34% ▼

\$2,395,945

vs 6 Months Ago

\$2,702,539

GROSS MARGIN %

0.25% ▲

68.28%

vs 6 Months Ago

68.12%

DISCOUNT %

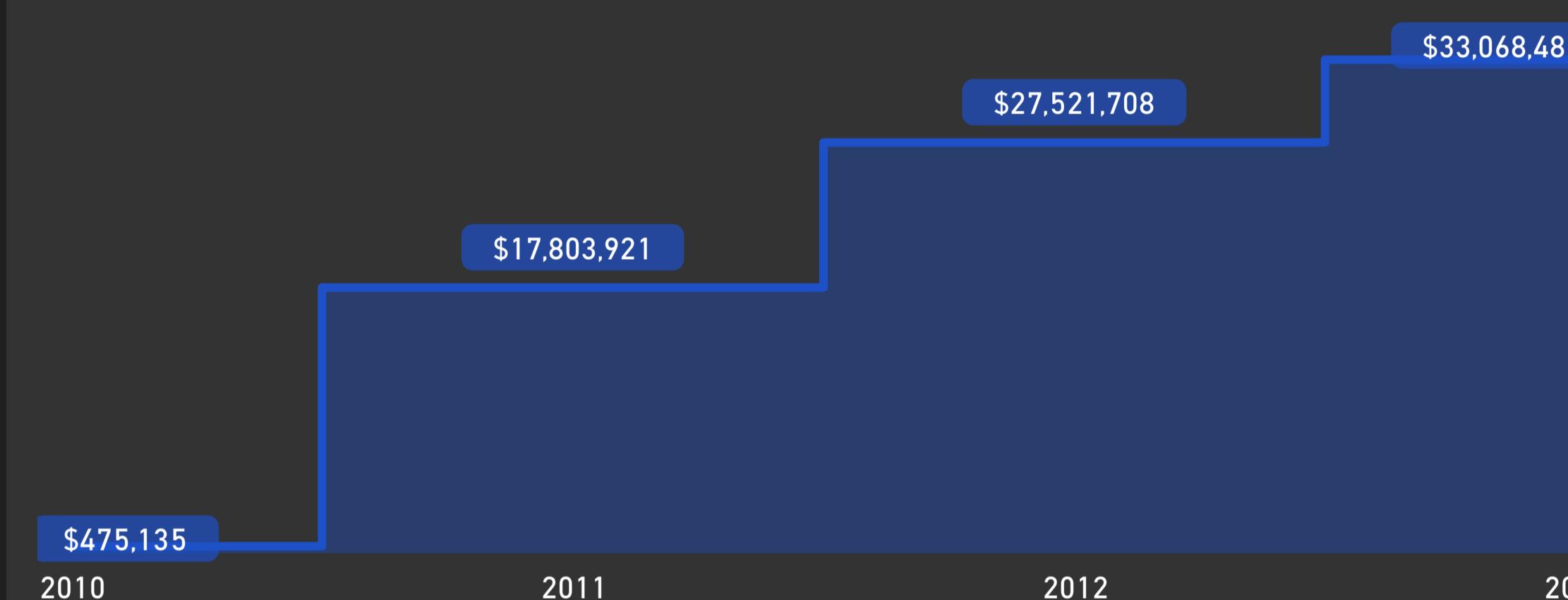
3.36% ▲

3.45%

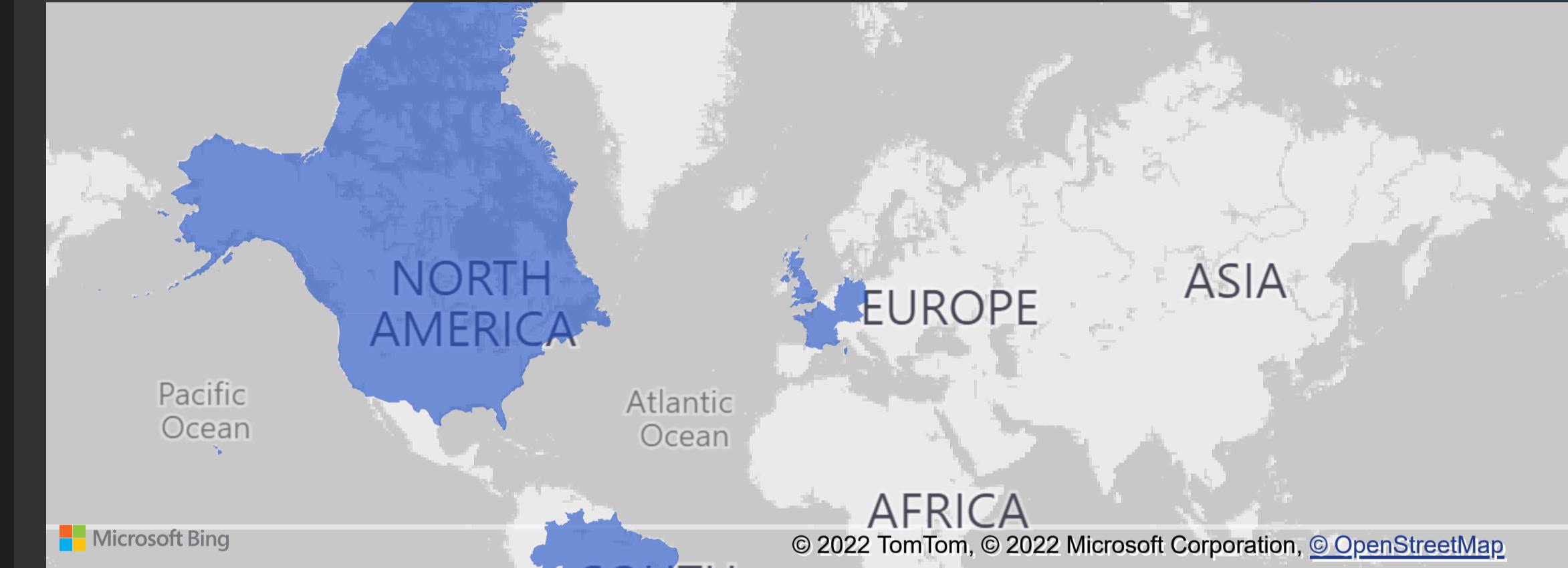
vs 6 Months Ago

3.33%

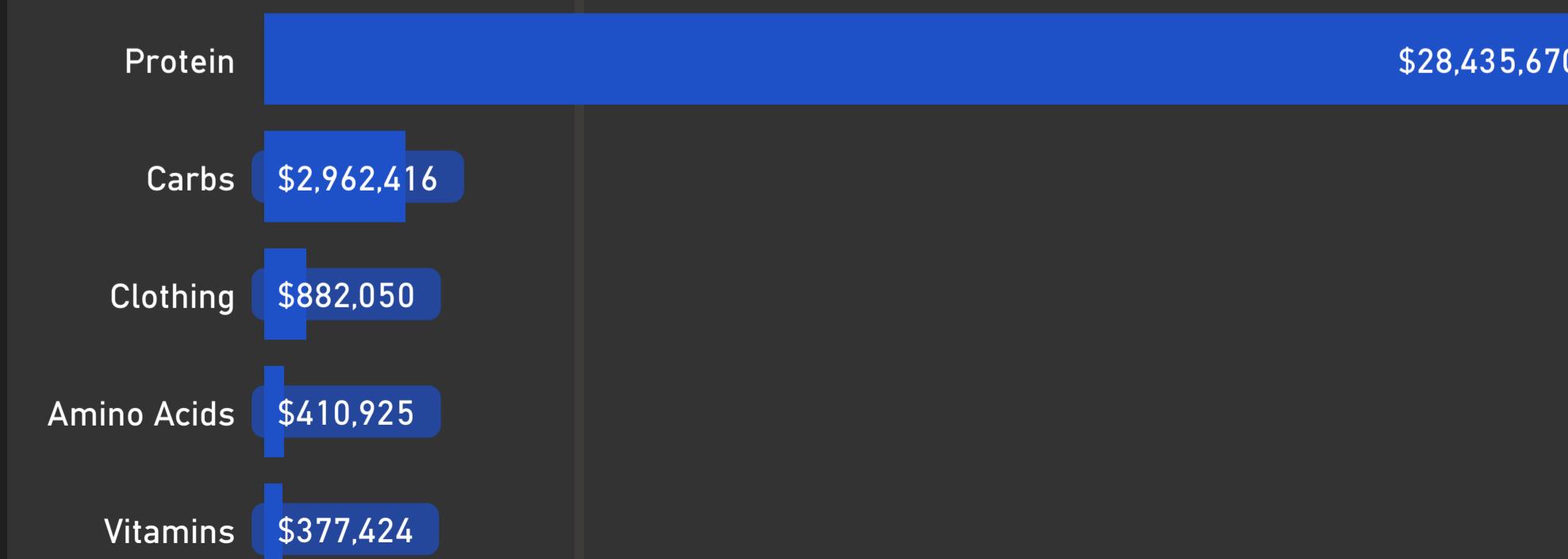
NET SALES OVER TIME



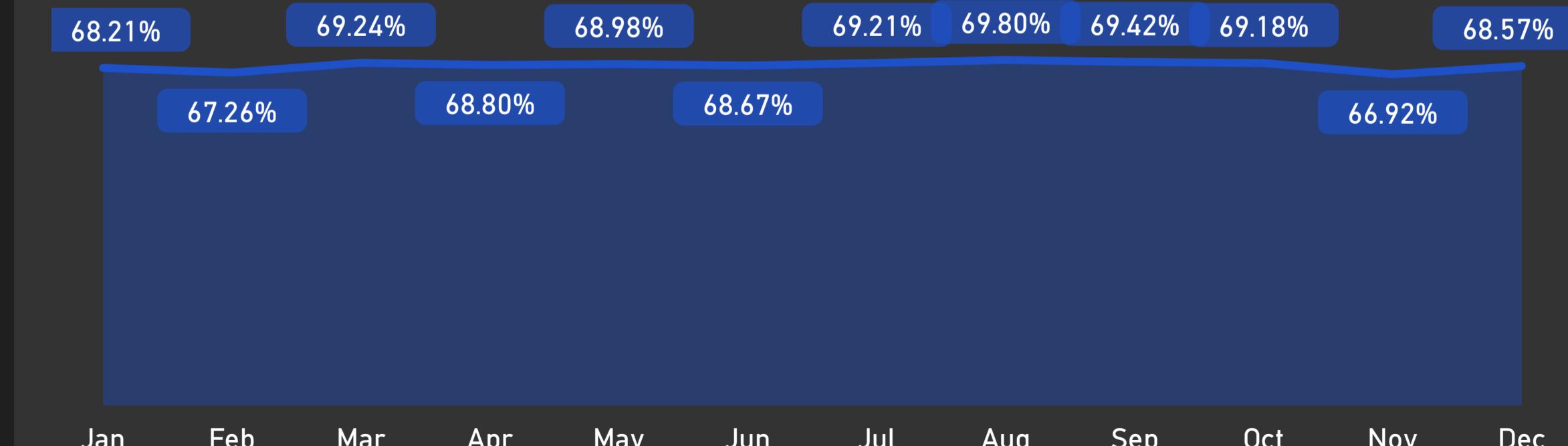
NET SALES BY LOCATION



NET SALES BY PRODUCT

[View by Customer](#)

GROSS MARGIN % OVER TIME



SALES OVERVIEW



GROSS SALES

4.19% ▲

\$34,248,989

vs 6 Months Ago

32,872,046

NET SALES

4.07% ▲

\$33,068,485

vs 6 Months Ago

31,775,824

COST OF SALES

3.52% ▲

\$10,488,409

vs 6 Months Ago

\$10,131,657

RETURNS

-11.34% ▼

\$2,395,945

vs 6 Months Ago

\$2,702,539

GROSS MARGIN %

0.25% ▲

68.28%

vs 6 Months Ago

68.12%

DISCOUNT %

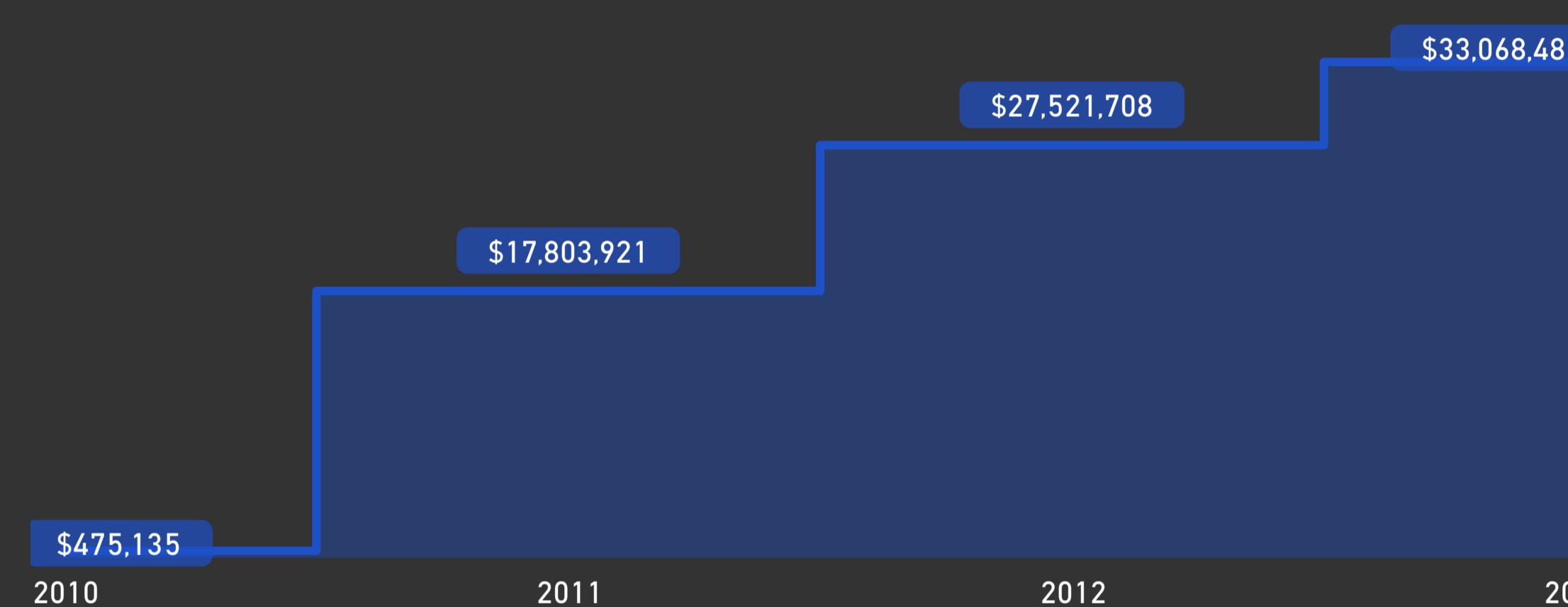
3.36% ▲

3.45%

vs 6 Months Ago

3.33%

NET SALES OVER TIME

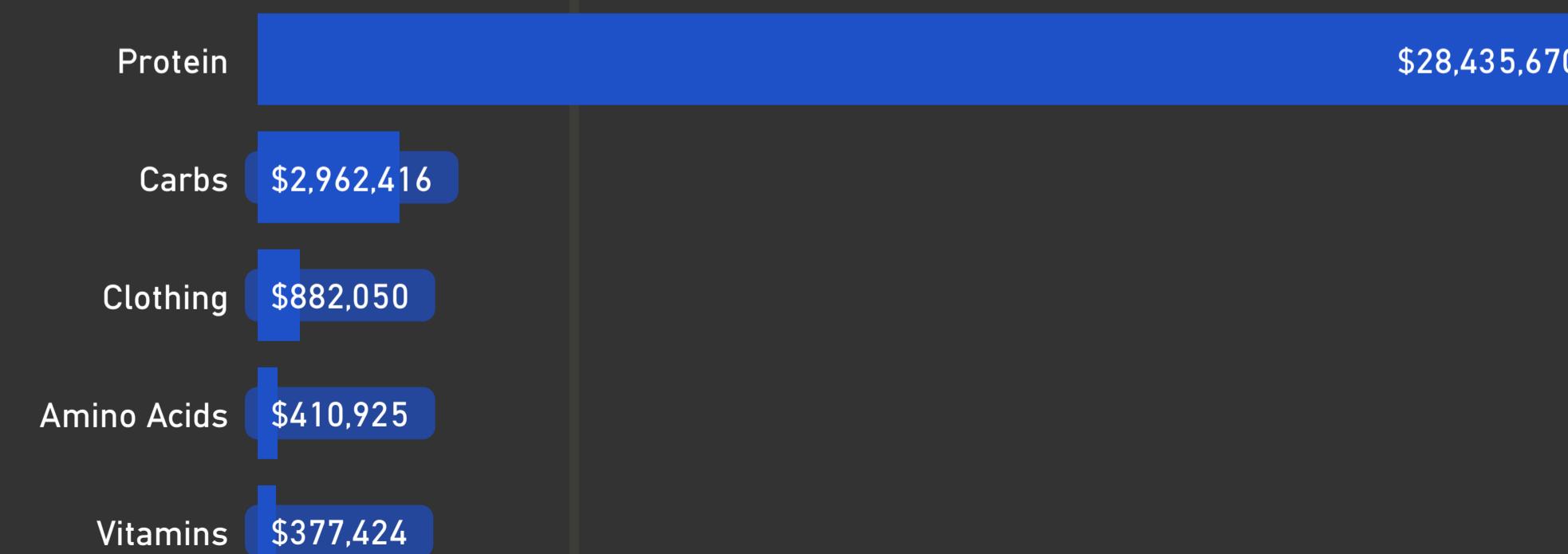


NET SALES BY LOCATION

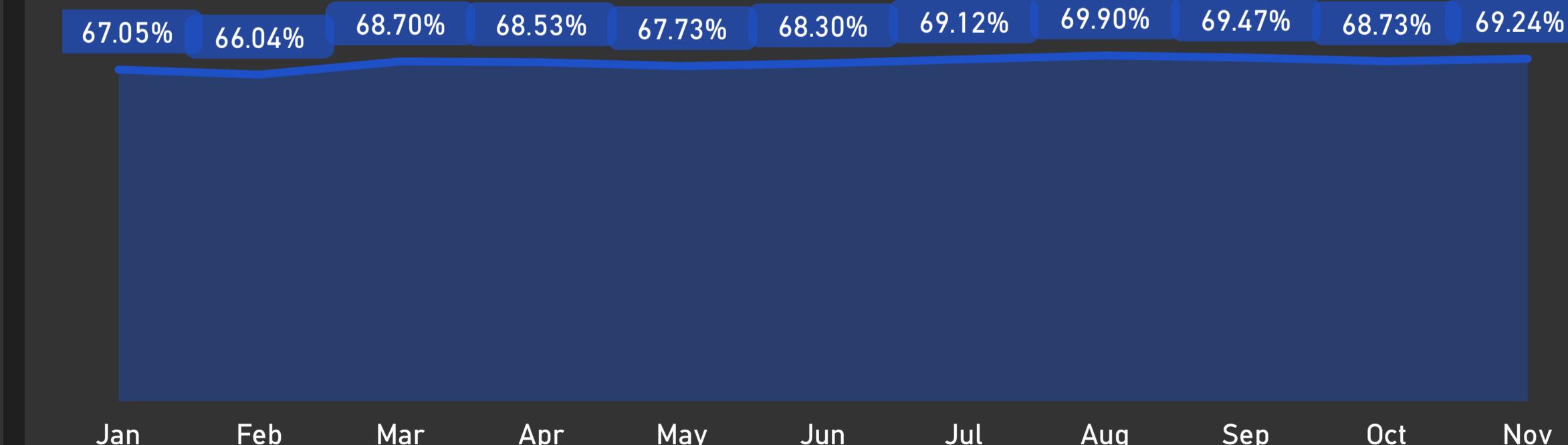
Country	State	City	Net Sales
Canada	Ontario	Toronto	\$1,380,651
United Kingdom	England	London	\$1,117,828
France	Seine (Paris)	Paris	\$808,385
Canada	Quebec	Montreal	\$617,921
Canada	British Columbia	Burnaby	\$610,896
France	Loiret	Orleans	\$535,673
Canada	British Columbia	Vancouver	\$507,135
Canada	British Columbia	Richmond	\$451,692
United States	Washington	Seattle	\$437,652
France	Hauts de Seine	Courbevoie	\$429,343
United States	Colorado	Loveland	\$423,455
United States	New Hampshire	Nashua	\$396,148
France	Garonne (Haute)	Colomiers	\$389,276

NET SALES BY PRODUCT

[View by Customer](#)



GROSS MARGIN % OVER TIME



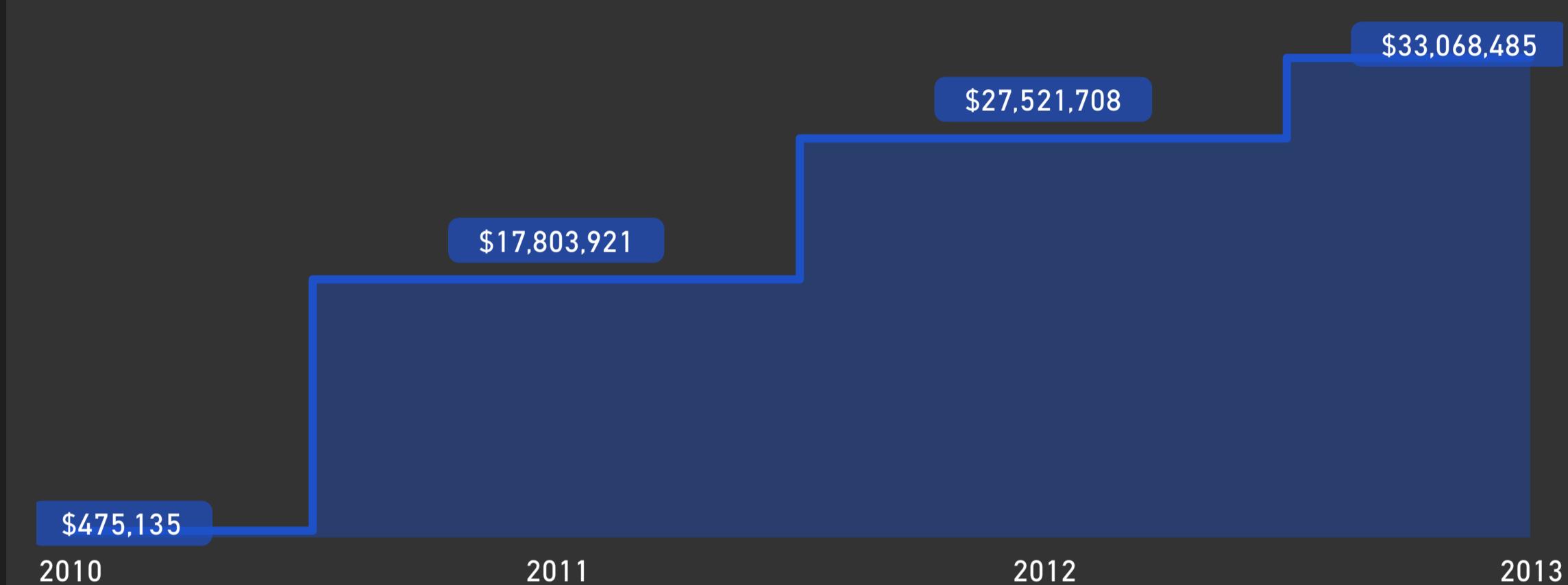


SALES OVERVIEW

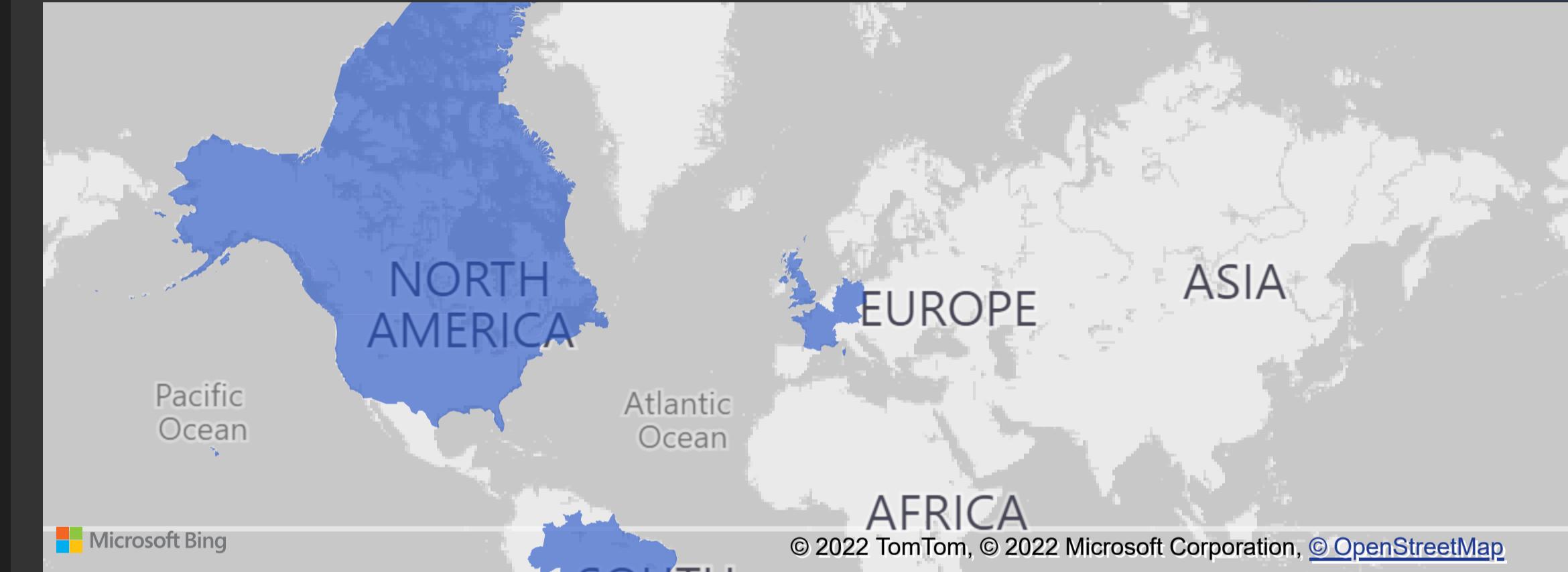


GROSS SALES	4.19% ▲	NET SALES	4.07% ▲	COST OF SALES	3.52% ▲	RETURNS	-11.34% ▼	GROSS MARGIN %	0.25% ▲	DISCOUNT %	3.36% ▲
\$34,248,989		\$33,068,485		\$10,488,409		\$2,395,945		68.28%		3.45%	
vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago	

NET SALES OVER TIME

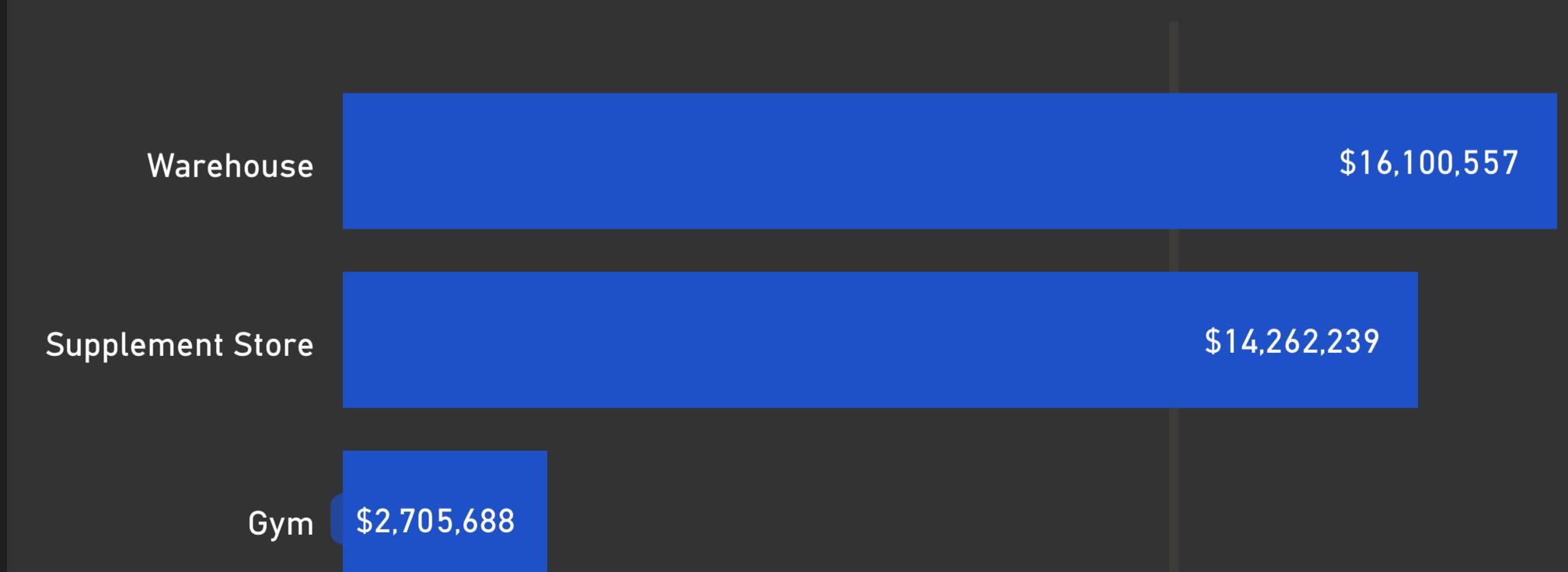


NET SALES BY LOCATION

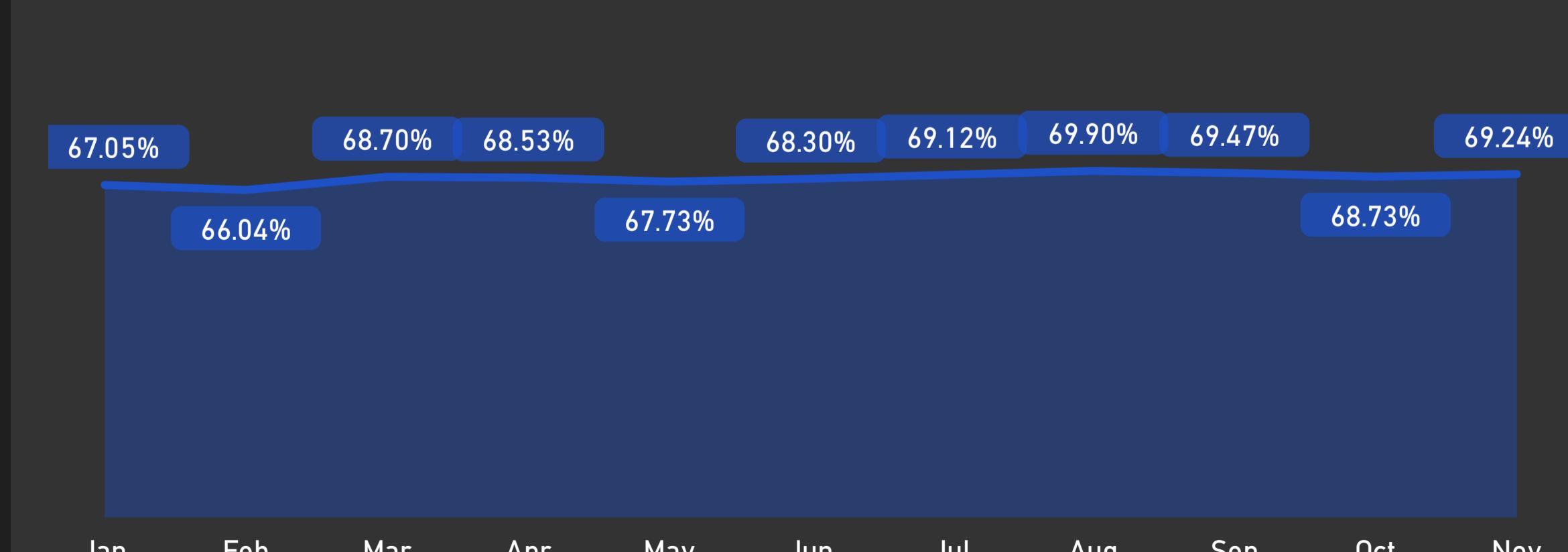


NET SALES BY CUSTOMER

[View by Product](#)



GROSS MARGIN % OVER TIME



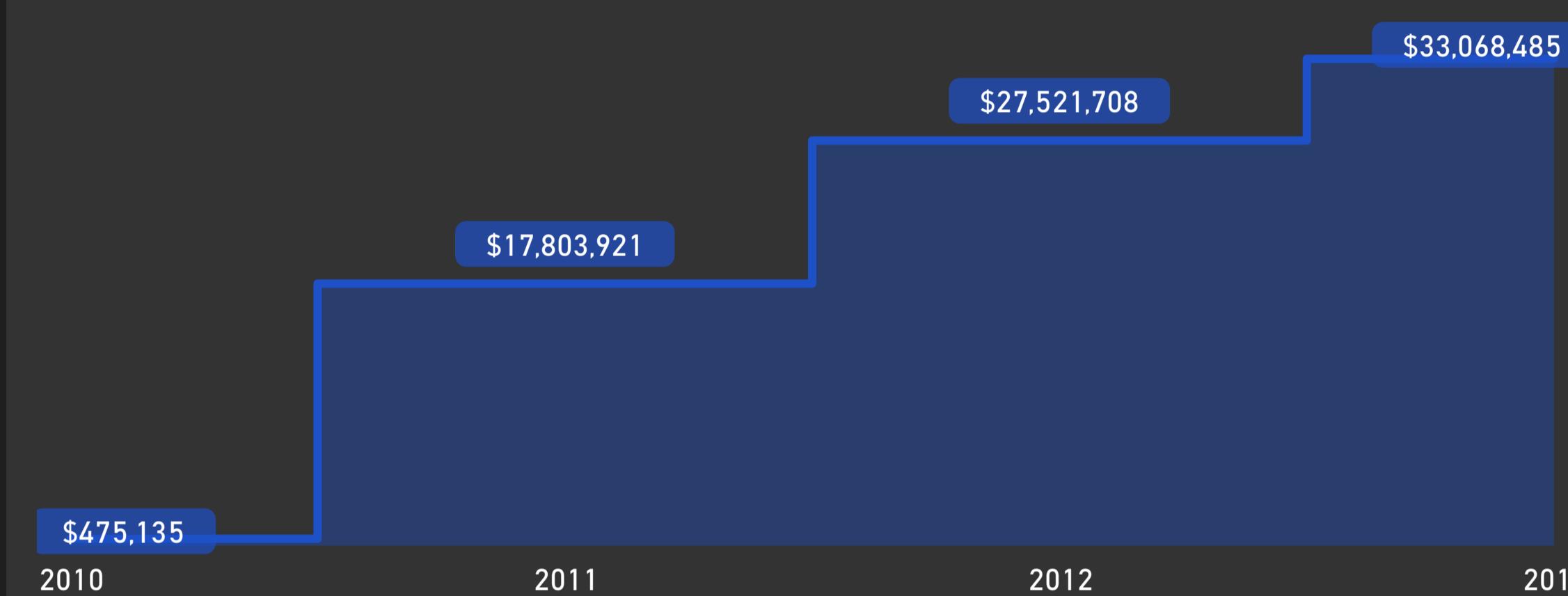


SALES OVERVIEW



GROSS SALES	4.19% ▲	NET SALES	4.07% ▲	COST OF SALES	3.52% ▲	RETURNS	-11.34% ▼	GROSS MARGIN %	0.25% ▲	DISCOUNT %	3.36% ▲
\$34,248,989		\$33,068,485		\$10,488,409		\$2,395,945		68.28%		3.45%	
vs 6 Months Ago 32,872,046		vs 6 Months Ago 31,775,824		vs 6 Months Ago \$10,131,657		vs 6 Months Ago \$2,702,539		vs 6 Months Ago 68.12%		vs 6 Months Ago 3.33%	

NET SALES OVER TIME



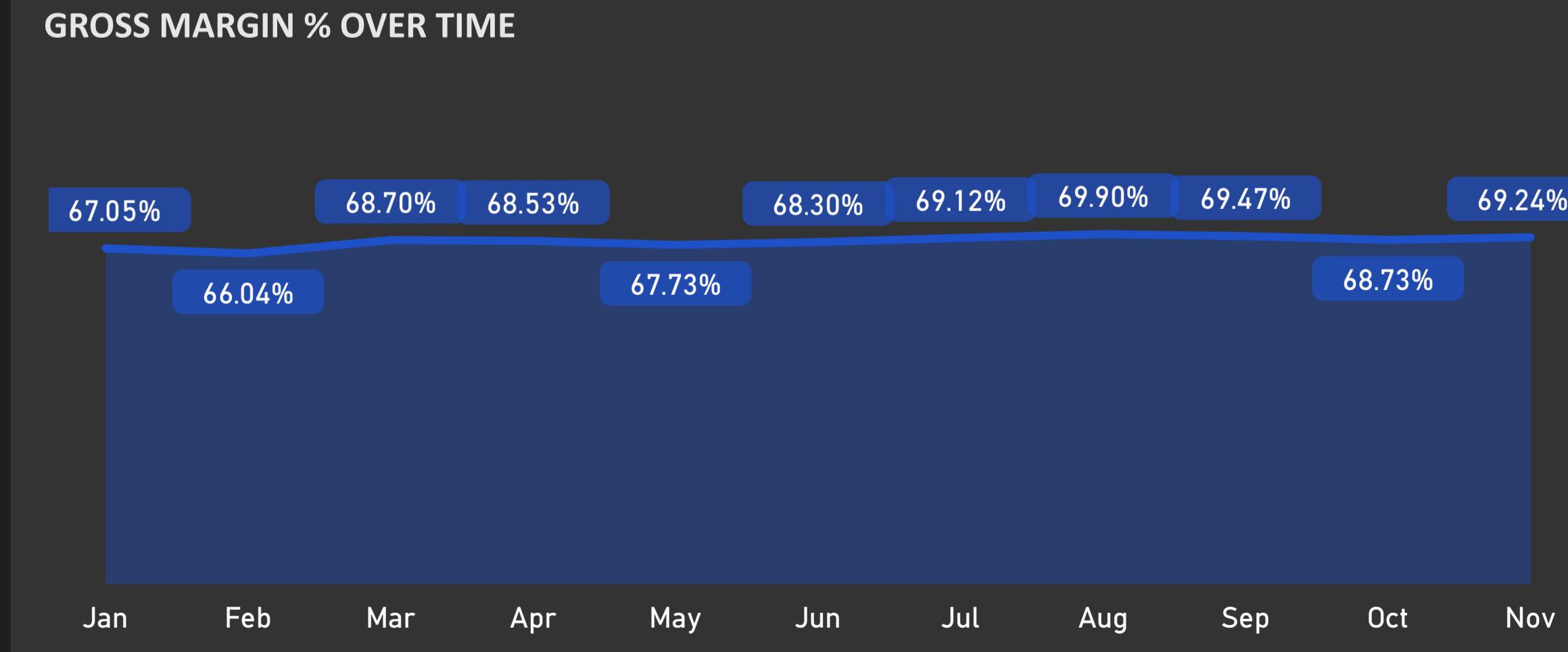
NET SALES BY LOCATION

Country	State	City	Net Sales
Canada	Ontario	Toronto	\$1,380,651
United Kingdom	England	London	\$1,117,828
France	Seine (Paris)	Paris	\$808,385
Canada	Quebec	Montreal	\$617,921
Canada	British Columbia	Burnaby	\$610,896
France	Loiret	Orleans	\$535,673
Canada	British Columbia	Vancouver	\$507,135
Canada	British Columbia	Richmond	\$451,692
United States	Washington	Seattle	\$437,652
France	Hauts de Seine	Courbevoie	\$429,343
United States	Colorado	Loveland	\$423,455
United States	New Hampshire	Nashua	\$396,148
France	Garonne (Haute)	Colomiers	\$389,276
...

NET SALES BY CUSTOMER



GROSS MARGIN % OVER TIME





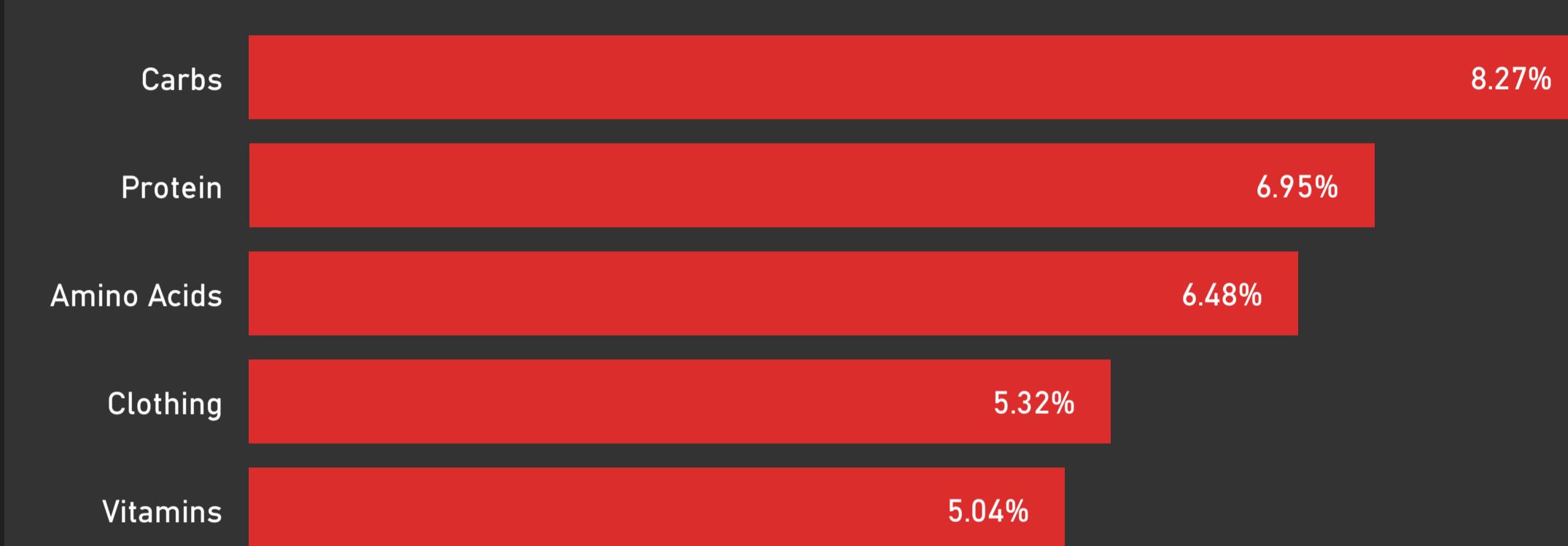
SALES RETURNS

RETURNS	-11.34%	RETURN RATE %	-14.91%	# OF CUSTOMERS	-10.73%	# OF ORDERS	-1.75%	ITEMS RETURNED	-4.28%	TOP 1 RETURN RATE
\$2,395,945		7.00%		233		617		6,247		Carbs
vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago		vs 6 Months Ago

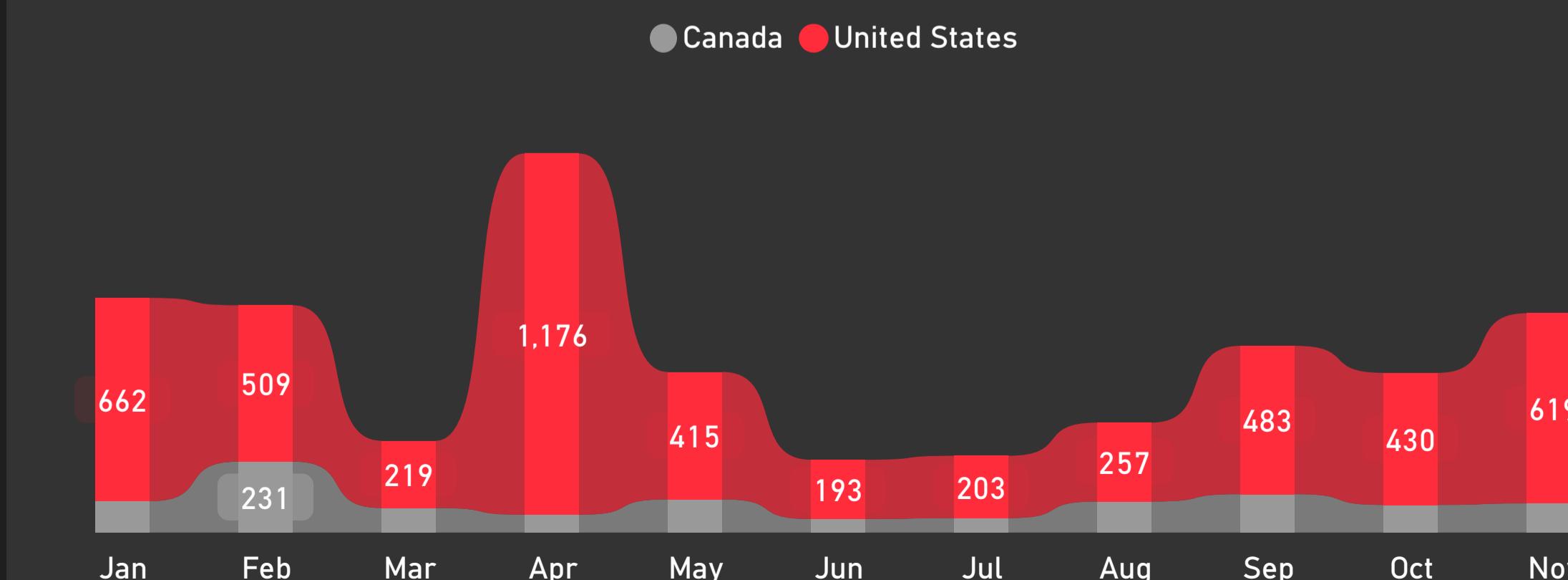
RETURNS OVER TIME



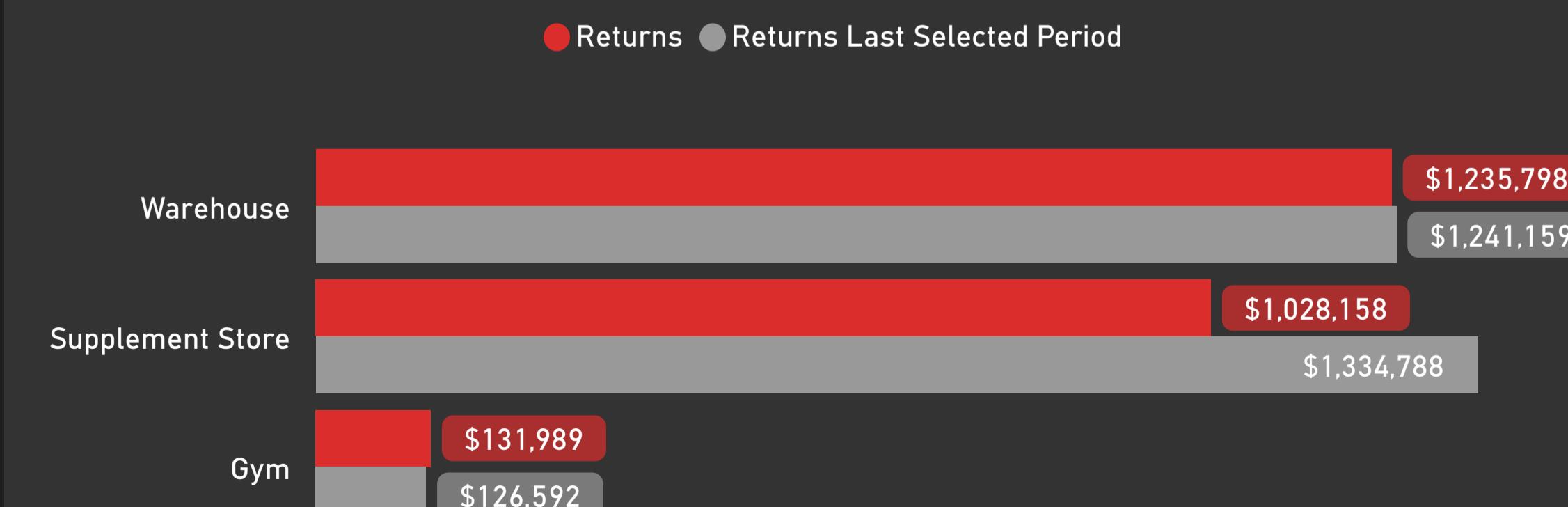
RETURN RATE % BY PRODUCT



ITEMS RETURNED OVER TIME



RETURNS COMPARISON BY CUSTOMER





SALES ANALYSIS BY PRODUCT

[View by Customer](#)

TOP 1 PRODUCT

Protein

vs 6 Months Ago

Protein

ORDERS LAST 90 DAYS

359

vs 6 Months Ago

448

ITEMS WITHOUT SALES

182

vs 6 Months Ago

83

CUSTOMERS WITHOUT SALES

212

vs 6 Months Ago

146

GOOD CUSTOMERS

\$25,120,059

vs 6 Months Ago

\$21,388,709

GOOD CUSTOMERS %

73.35%

vs 6 Months Ago

65.07%

AVERAGE TICKET X AVERAGE UNIT COST

Average Unit Cost: 220
\$20K
\$10K
\$0K
\$20K
\$10K
\$0K
0
200
400
600
800
Average Ticket: \$5,186

MONTHS WITH SALES x MONTHS WITHOUT SALES TRACKING



OF ITEMS SOLD

[View by Avg Ticket](#)
Protein
34,023
Clothing
32,336
Vitamins
15,316
Carbs
11,491
Amino Acids
10,492

OF ITEMS WITHOUT SALES OVER TIME

183
186
201
200
200
225
225
225
203
201
200
349




SALES ANALYSIS BY PRODUCT

[View by Customer](#)


TOP 1 PRODUCT

Protein

vs 6 Months Ago

ORDERS LAST 90 DAYS

359

vs 6 Months Ago

Protein
448

ITEMS WITHOUT SALES

182

vs 6 Months Ago

83

CUSTOMERS WITHOUT SALES

212

vs 6 Months Ago

146

GOOD CUSTOMERS

\$25,120,059

vs 6 Months Ago

\$21,388,709

GOOD CUSTOMERS %

73.35%

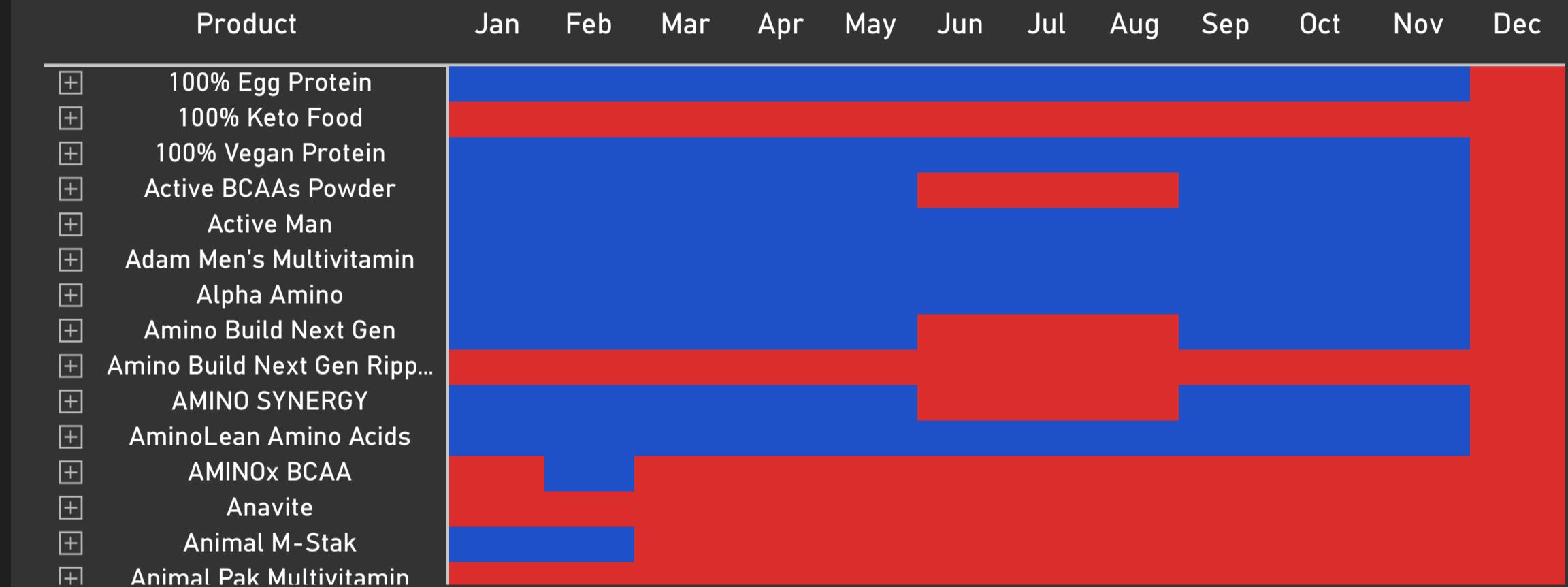
vs 6 Months Ago

65.07%

AVERAGE TICKET X AVERAGE UNIT COST

Average Unit Cost: 220
\$20K
\$10K
\$0K
0
200
400
600
800
Average Ticket: \$5,186

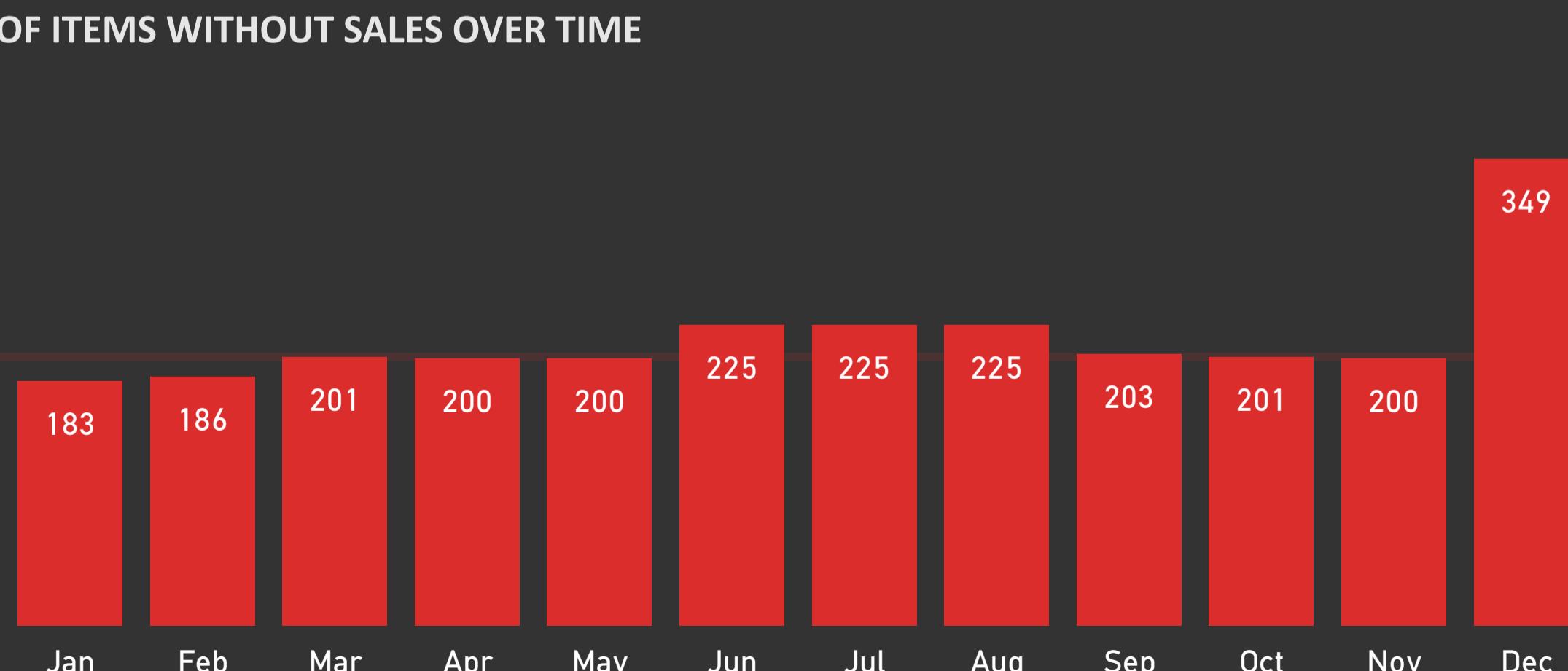
MONTHS WITH SALES x MONTHS WITHOUT SALES TRACKING



AVERAGE TICKET BY PRODUCT

[View by Items Sold](#)
Protein
\$20,810
Carbs
\$3,213
Clothing
\$863
Vitamins
\$653
Amino Acids
\$394

OF ITEMS WITHOUT SALES OVER TIME





SALES ANALYSIS BY CUSTOMER

[View by Product](#)

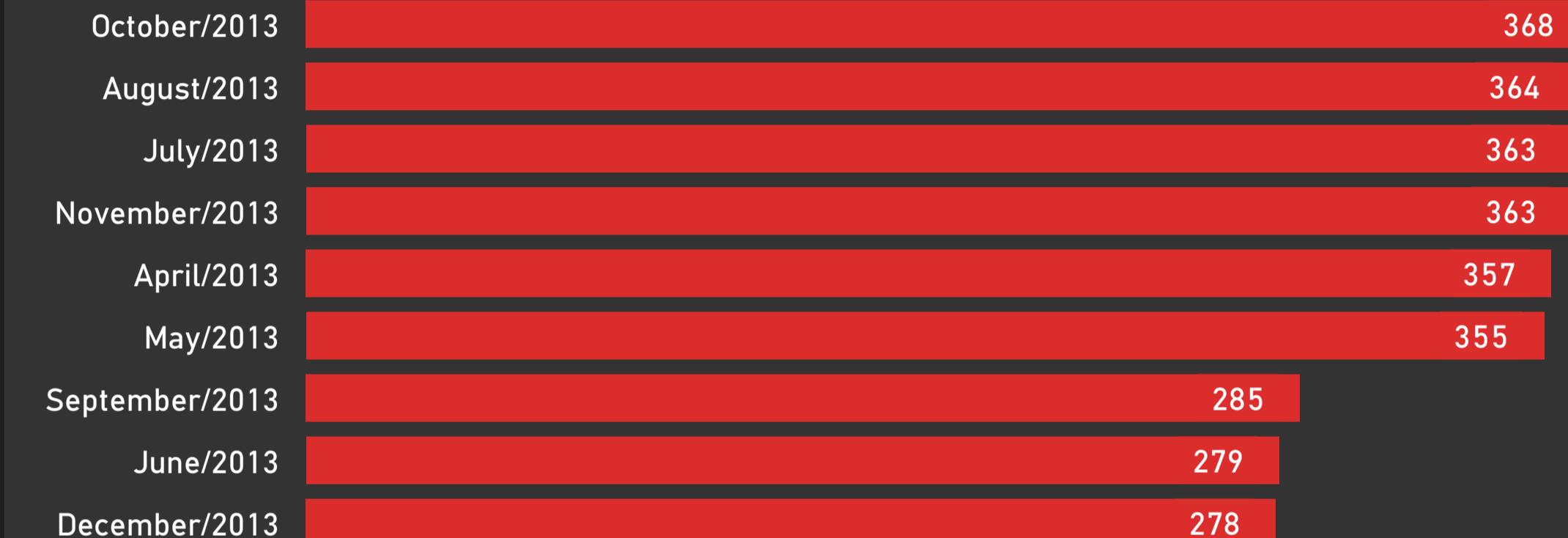

TOP 1 CUSTOMER	ORDERS LAST 90 DAYS	ITEMS WITHOUT SALES	CUSTOMERS WITHOUT SALES	GOOD CUSTOMERS	GOOD CUSTOMERS %
Protein vs 6 Months Ago	359 vs 6 Months Ago	182 vs 6 Months Ago	212 vs 6 Months Ago	\$25,120,059 vs 6 Months Ago	73.35% vs 6 Months Ago
Protein	448	83	146	\$21,388,709	65.07%

CUSTOMER TRACKING

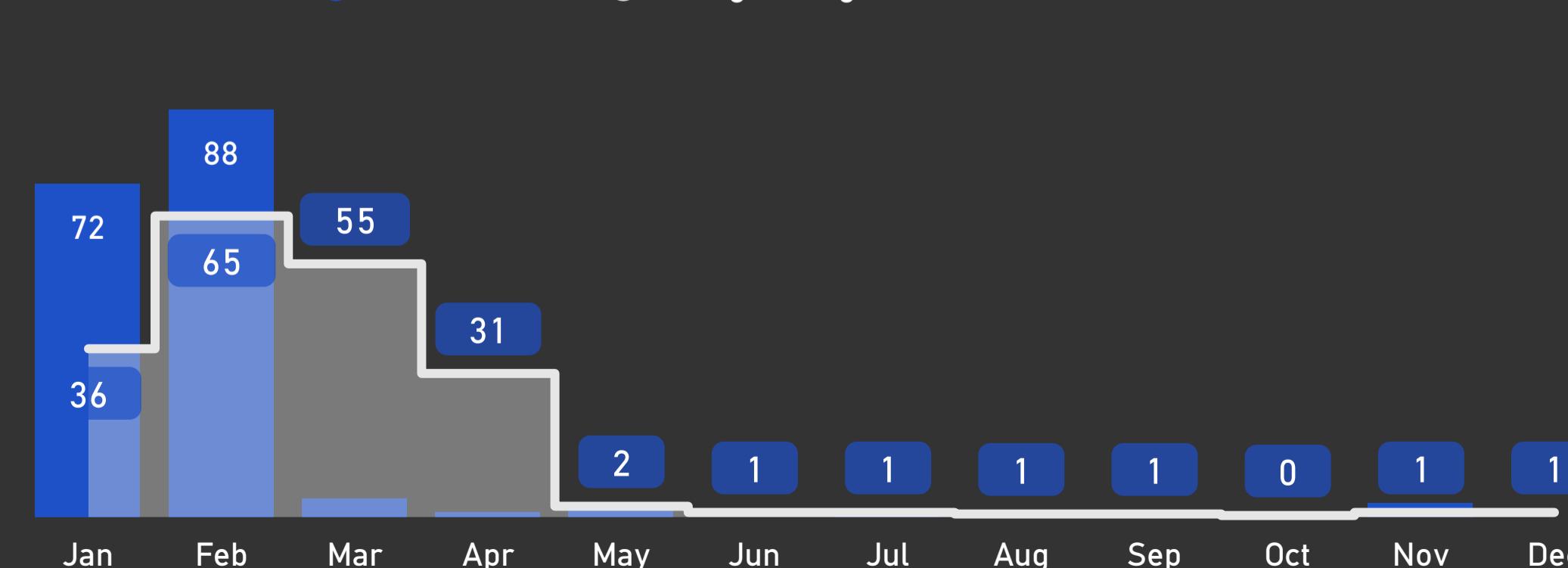
[View Scatterplot](#)

Customer	Orders	Net Sales	Returns	Return Rate %	Average Ticket	Score
Ability Sports	4	\$125,119			\$37,245	100.00%
Afterburner Store	3	\$160,064	\$15,277.00	9.21%	\$55,268	100.00%
Aphrodite Department	4	\$182,357	\$9,382.86	4.97%	\$47,184	100.00%
Balanced Store	4	\$343,033	\$34,926.71	9.87%	\$88,442	100.00%
Bigger Sports	3	\$205,089	\$9,724.78	4.59%	\$70,599	100.00%
BodyBuild Department	4	\$257,591	\$14,107.68	5.31%	\$66,364	100.00%
Bounce Store	4	\$156,600	\$5,369.62	3.32%	\$40,397	100.00%
Bounce Warehouse	4	\$274,081	\$22,710.86	8.04%	\$70,595	100.00%
Brawn Department	4	\$68,033	\$5,979.52	8.53%	\$17,522	100.00%
Bro Warehouse	3	\$74,443	\$7,250.20	9.42%	\$25,646	100.00%
Brute Warehouse	4	\$126,409			\$38,666	100.00%
Bulk Department	4	\$182,480	\$18,748.68	9.96%	\$47,045	100.00%
Cleanse Department	8	\$259,290			\$33,284	100.00%
Coleman Loja de Suplem...	3	\$113,991			\$41,557	100.00%
Colossus Store	4	\$181,471	\$12,485.20	6.68%	\$46,715	100.00%
Curl Fitness	4	\$55,369			\$14,288	100.00%

CUSTOMERS WITHOUT SALES OVER TIME



OF NEW CUSTOMERS OVER TIME

● New Customers ● Moving Average (3 Months) of New Customers


AVERAGE TICKET BY CUSTOMER



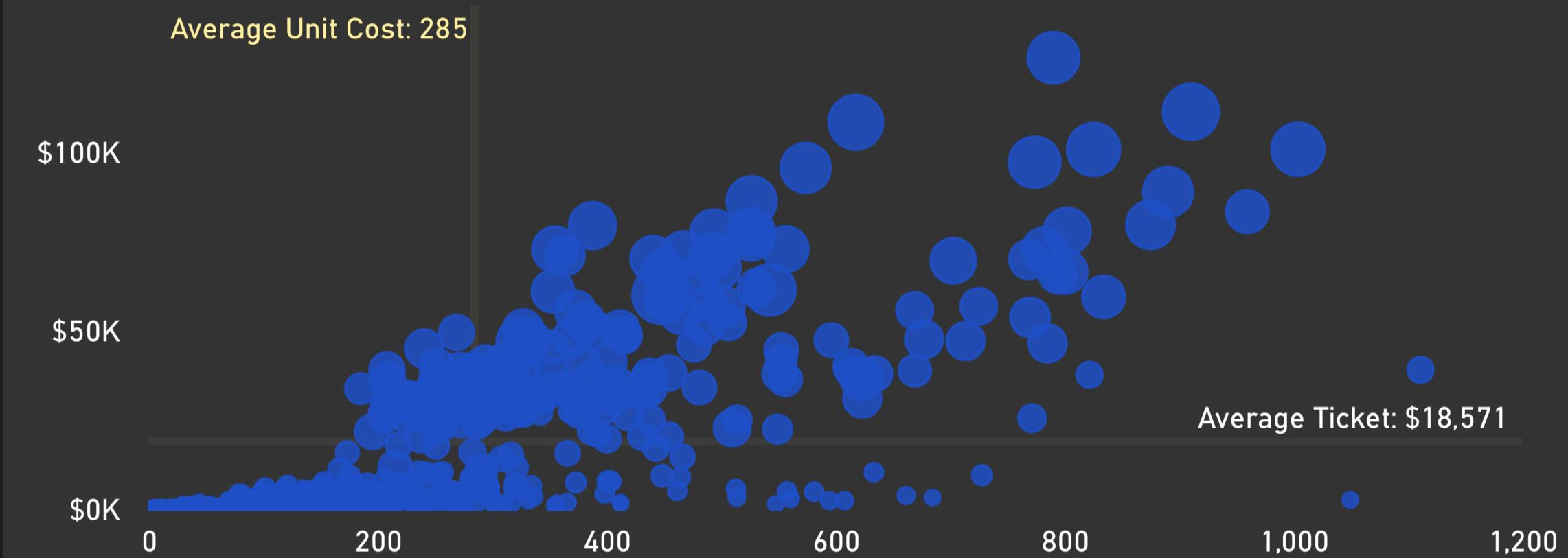


SALES ANALYSIS BY CUSTOMER

[View by Product](#)


TOP 1 CUSTOMER	ORDERS LAST 90 DAYS	ITEMS WITHOUT SALES	CUSTOMERS WITHOUT SALES	GOOD CUSTOMERS	GOOD CUSTOMERS %
Protein vs 6 Months Ago	359 vs 6 Months Ago	182 vs 6 Months Ago	212 vs 6 Months Ago	\$25,120,059 vs 6 Months Ago	73.35% vs 6 Months Ago
Protein	448	83	146	\$21,388,709	65.07%

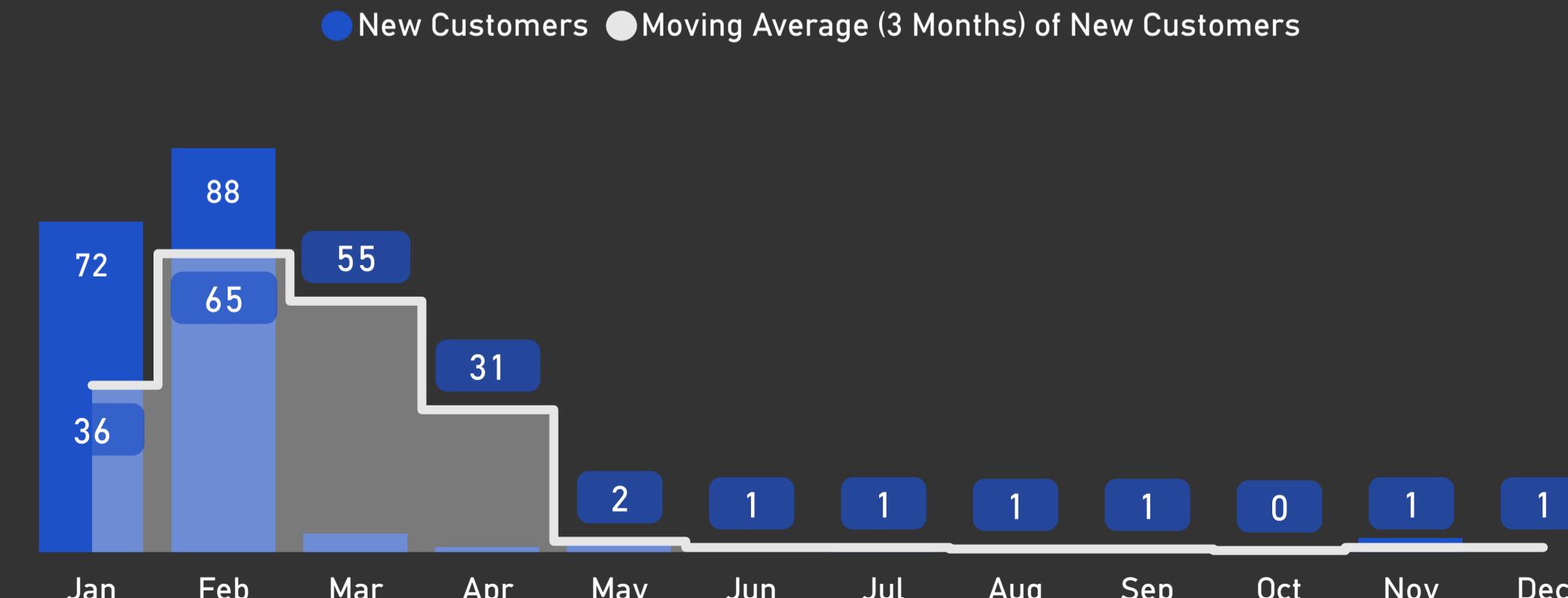
CUSTOMER AVERAGE TICKET X AVERAGE UNIT COST

[View Table](#)


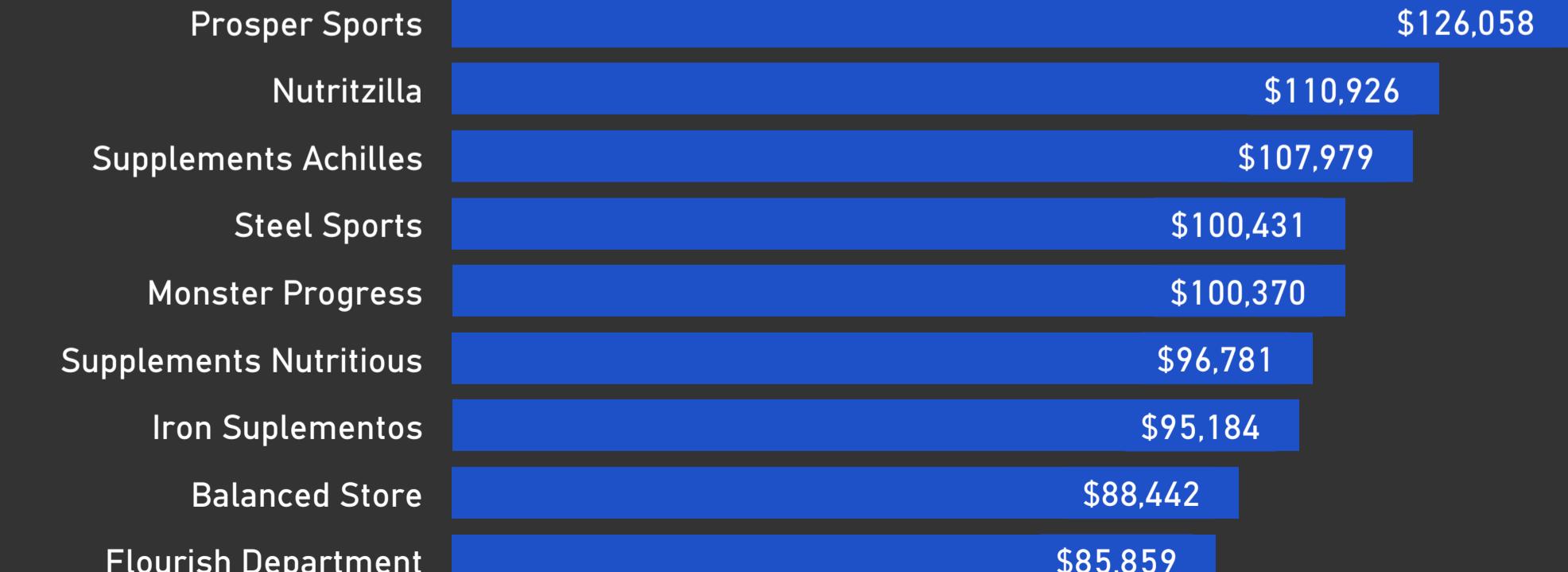
CUSTOMERS WITHOUT SALES OVER TIME



OF NEW CUSTOMERS OVER TIME

● New Customers ● Moving Average (3 Months) of New Customers


AVERAGE TICKET BY CUSTOMER



Detailed by Customer						
Month/Year	Customer	Orders	Sales Last 90 Days	Average Ticket	Last Order Date	Days without Orders
August/2013	Monster Tread	0	0	57.68	3/31/2011	884
August/2013	Art of Wellness	0	0	419.46	5/1/2011	853
August/2013	Trinity Fitness	0	0	419.46	5/1/2011	853
August/2013	Go Performance & Fitness	0	0	419.46	7/1/2011	792
August/2013	Enhance Warehouse	0	0	889.21	8/1/2011	761
August/2013	Stamina Sports	0	0	720.40	8/29/2011	733
August/2013	Center Fitness	0	0	9,162.50	9/29/2011	702
August/2013	Happy Department	0	0	4,853.50	9/29/2011	702
August/2013	Iron Cans	0	0	8,161.58	9/29/2011	702
August/2013	Monsteronus	0	0	21,817.84	9/29/2011	702
August/2013	My Health Fitness	0	0	6,639.73	9/29/2011	702
August/2013	Nutrition Macho	0	0	37,210.08	9/29/2011	702
August/2013	Elite Edge Fitness	0	0	3,042.61	10/29/2011	672
August/2013	Enhance Store	0	0	13,927.68	10/29/2011	672
August/2013	Fit and Lift Gym Center	0	0	17,287.58	10/29/2011	672
August/2013	Flow Fitness	0	0	10,669.24	10/29/2011	672
August/2013	Heal Sports	0	0	34,428.96	10/29/2011	672
August/2013	Heart Sports	0	0	38,327.64	10/29/2011	672
August/2013	In-Shape Health Clubs	0	0	12,190.46	10/29/2011	672
August/2013	Mindful Sports	0	0	17,813.21	10/29/2011	672
August/2013	Monster Steel	0	0	1,134.41	10/29/2011	672
August/2013	Monsterlux	0	0	629.19	10/29/2011	672
August/2013	Nutrition Way	0	0	21,872.84	10/29/2011	672
August/2013	Nutritopedia	0	0	22,077.70	10/29/2011	672
August/2013	Sportsman Department	0	0	31,345.22	10/29/2011	672
August/2013	STACK Sports	0	0	647.13	10/29/2011	672
August/2013	Storeadri	0	0	108,468.86	10/29/2011	672
August/2013	Storenest	0	0	102,265.15	10/29/2011	672
August/2013	Strength Store	0	0	34,710.21	10/29/2011	672
August/2013	Supplements Advanced	0	0	43,875.93	10/29/2011	672
August/2013	Supplements Aid	0	0	21,294.27	10/29/2011	672
August/2013	Supplements Samsonite	0	0	69,132.97	10/29/2011	672
August/2013	Vita Department	0	0	35,218.63	10/29/2011	672
August/2013	Warehousegenix	0	0	1,417.56	10/29/2011	672
August/2013	Clinic Warehouse	0	0	2,468.76	11/29/2011	641
August/2013	Departtastic	0	0	34,382.26	11/29/2011	641
August/2013	DevMuscles	0	0	3,750.09	11/29/2011	641
August/2013	DIY Workout Machine	0	0	11,533.87	11/29/2011	641
August/2013	Ensure Sports	0	0	68,045.50	11/29/2011	641
August/2013	Iron Religion	0	0	5,585.19	11/29/2011	641
August/2013	Mile High Run Club	0	0	6,576.97	11/29/2011	641
August/2013	Nutrition Born	0	0	41,287.52	11/29/2011	641
August/2013	Nutrition Interval	0	0	19,285.24	11/29/2011	641
August/2013	Optimum Store	0	0	36,558.69	11/29/2011	641
August/2013	Raw Fitness	0	0	14,098.84	11/29/2011	641
August/2013	Ridge Fitness	0	0	5,002.43	11/29/2011	641
August/2013	Shield Department	0	0	15,404.13	11/29/2011	641
August/2013	Storescape	0	0	2,573.23	11/29/2011	641
August/2013	Supplements Skill	0	0	20,864.28	11/29/2011	641
August/2013	Supplements Tough	0	0	1,975.26	11/29/2011	641
August/2013	The Dream Gym	0	0	7,195.89	11/29/2011	641
August/2013	Uptown Fitness	0	0	2,573.16	11/29/2011	641
August/2013	Vigor Sports	0	0	722.59	11/29/2011	641
August/2013	Xerxes Warehouse	0	0	63,716.60	11/29/2011	641



SALES FORECAST

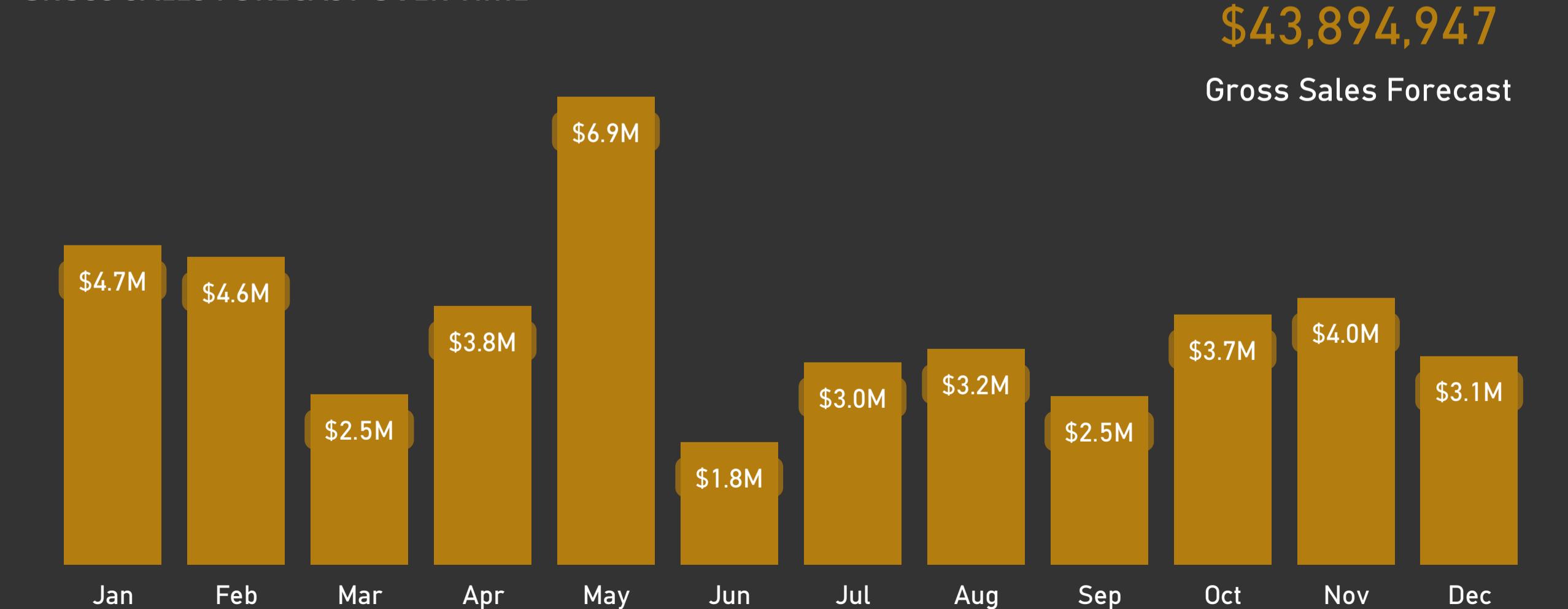


By selecting the **Year** on the filter, the **Forecast Gross Sales** is provided based on the previous last 12 months' data from the selected year.

GROSS SALES FORECAST DETAILS

Month	Actual Month/Year	Actual Gross Sales	Forecast Month/Year	Forecast Gross Sales	Forecast %
January	01/2013	4,306,585.06	01/2014	\$4,737,244	10.00%
February	02/2013	4,153,432.57	02/2014	\$4,568,776	10.00%
March	03/2013	2,293,219.38	03/2014	\$2,522,541	10.00%
April	04/2013	3,490,464.89	04/2014	\$3,839,511	10.00%
May	05/2013	3,473,117.58	05/2014	\$6,946,235	100.00%
June	06/2013	1,649,631.68	06/2014	\$1,814,595	10.00%
July	07/2013	2,729,491.06	07/2014	\$3,002,440	10.00%
August	08/2013	2,906,521.88	08/2014	\$3,197,174	10.00%
September	09/2013	2,270,183.02	09/2014	\$2,497,201	10.00%
October	10/2013	3,375,334.59	10/2014	\$3,712,868	10.00%
November	11/2013	3,601,006.98	11/2014	\$3,961,108	10.00%

GROSS SALES FORECAST OVER TIME



Year

2014

Yearly

Monthly

January

10.0%

July

10.0%

February

10.0%

August

10.0%

March

10.0%

September

10.0%

April

10.0%

October

10.0%

May

100.0%

November

10.0%

June

10.0%

December

10.0%



SCENARIO ANALYSIS



GROSS SALES	DISCOUNT	COST OF SALES	GROSS MARGIN	GROSS MARGIN %	SCENARIO DIFFERENCE %
\$34,248,989 vs Scenario	\$1,180,504 vs Scenario	\$10,488,409 vs Scenario	\$22,580,076 vs Scenario	68.28% vs Scenario	7.32%
\$35,961,438	\$1,239,529	\$10,488,409	\$24,233,500	69.79%	

Analyze the Scenario Gross Margin % Difference by changing the following parameters:

Increase or Decrease the Unit Cost

0.00%



Increase or Decrease the Unit Price

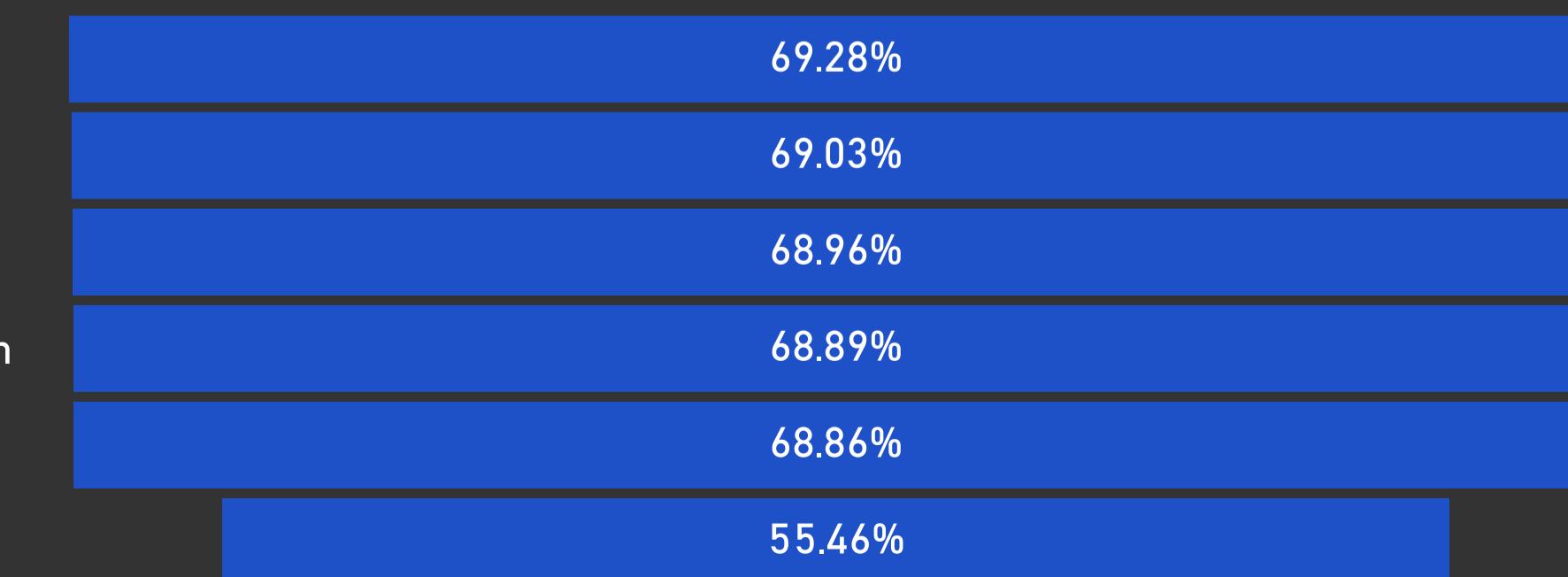
5.00%



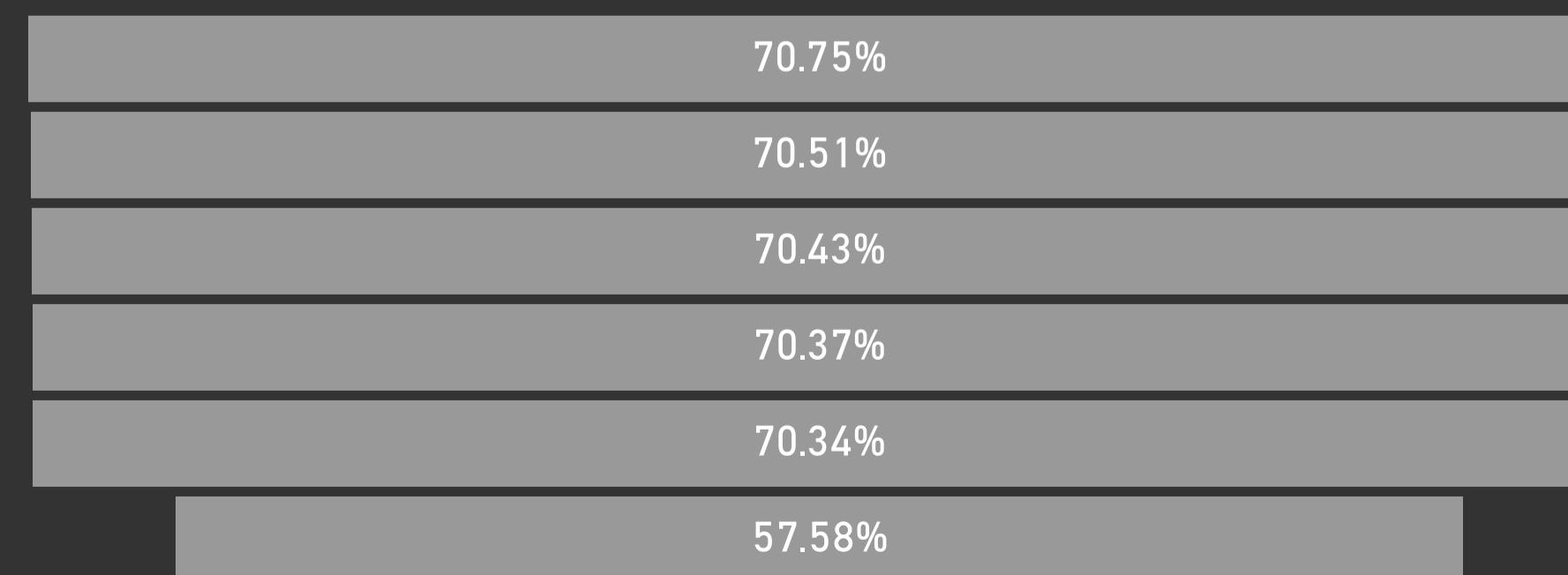
SCENARIO DETAILS

Year	2013										
	January	February	March	April	May	June	July	August	September	October	November
Scenario Gross Sales	\$4,521,914	\$4,361,104	\$2,407,880	\$3,664,988	\$3,646,773	\$1,732,113	\$2,865,966	\$3,051,848	\$2,383,692	\$3,544,101	\$3,781,057
(-) Scenario Discounts	\$154,616	\$166,348	\$81,882	\$129,681	\$128,864	\$58,692	\$94,808	\$103,953	\$76,323	\$115,163	\$129,199
(=) Scenario Net Sales	\$4,367,298	\$4,194,756	\$2,325,998	\$3,535,307	\$3,517,909	\$1,673,421	\$2,771,158	\$2,947,895	\$2,307,369	\$3,428,938	\$3,651,858
(-) Scenario Cost of Sales	\$1,370,601	\$1,356,816	\$693,446	\$1,059,485	\$1,081,007	\$505,210	\$815,006	\$845,198	\$670,840	\$1,021,150	\$1,069,650
(=) Scenario Gross Margin	\$2,996,697	\$2,837,941	\$1,632,553	\$2,475,823	\$2,436,902	\$1,168,210	\$1,956,152	\$2,102,697	\$1,636,530	\$2,407,789	\$2,582,208
% Difference to Original Scenario	7.46%	7.57%	7.28%	7.30%	7.38%	7.32%	7.23%	7.15%	7.20%	7.27%	7.22%

ACTUAL GROSS MARGIN % BY COUNTRY

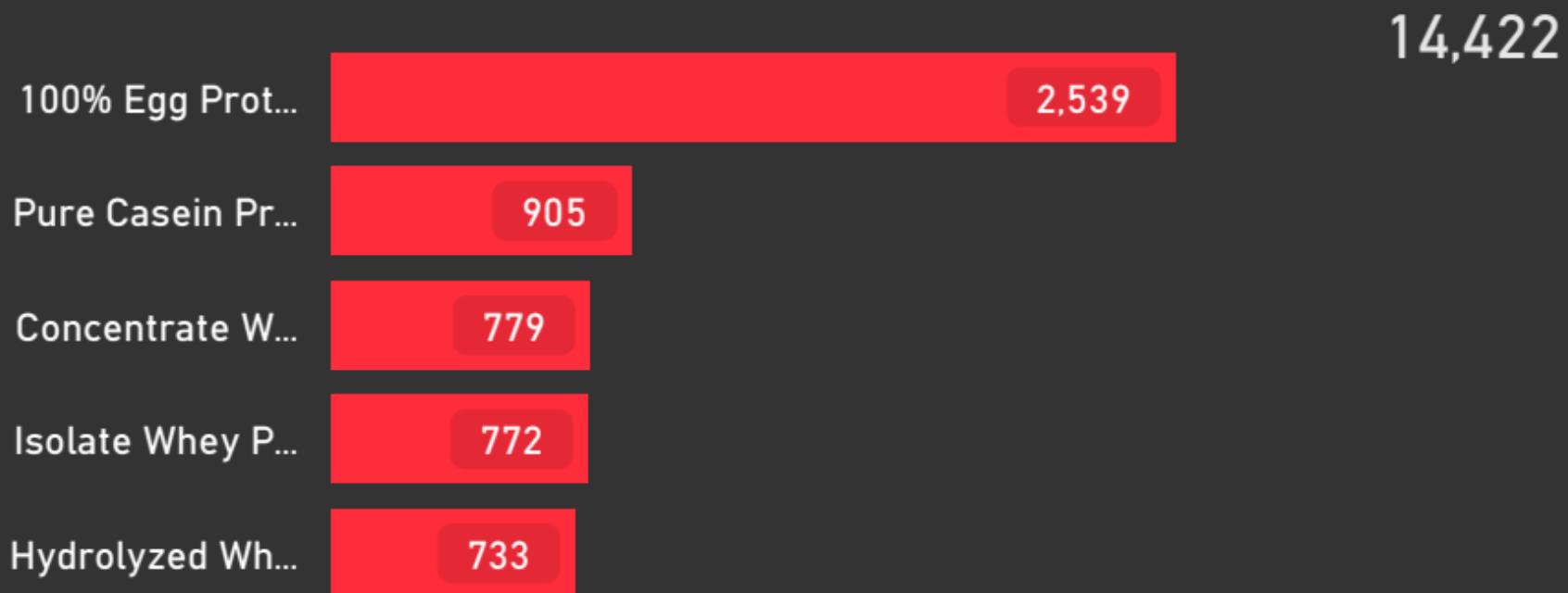


SCENARIO GROSS MARGIN % BY COUNTRY



Top 5 Returned Items by Product

Returned Items



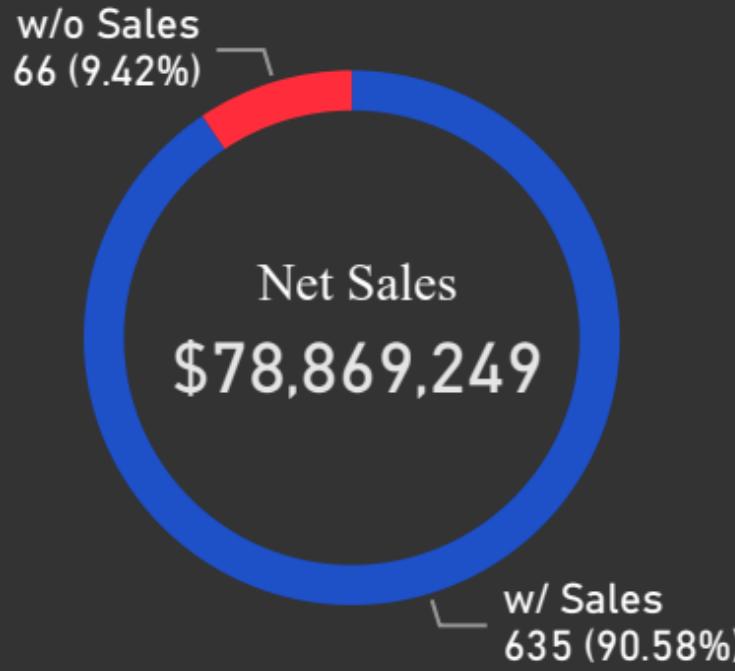
Gross Margin % by Country



Top Cities

		Gross Sales
Toronto	\$4,498,884	Net Sales
London	\$1,952,004	\$78,869,249
Seattle	\$1,497,486	Orders
Paris	\$1,462,006	3,796
Burnaby	\$1,312,511	Customers
		635

Customers Share



Net Sales by Month

