

Abstract geometric lines in black on a white background, forming various overlapping polygons and shapes.

ADVENTUREWORKS MIDYEAR REPORT



HOW IS IT GOING SO
FAR?

WHAT ARE THE MAIN
SALES REASON?

WHAT ARE SALES
TERRITORIES?

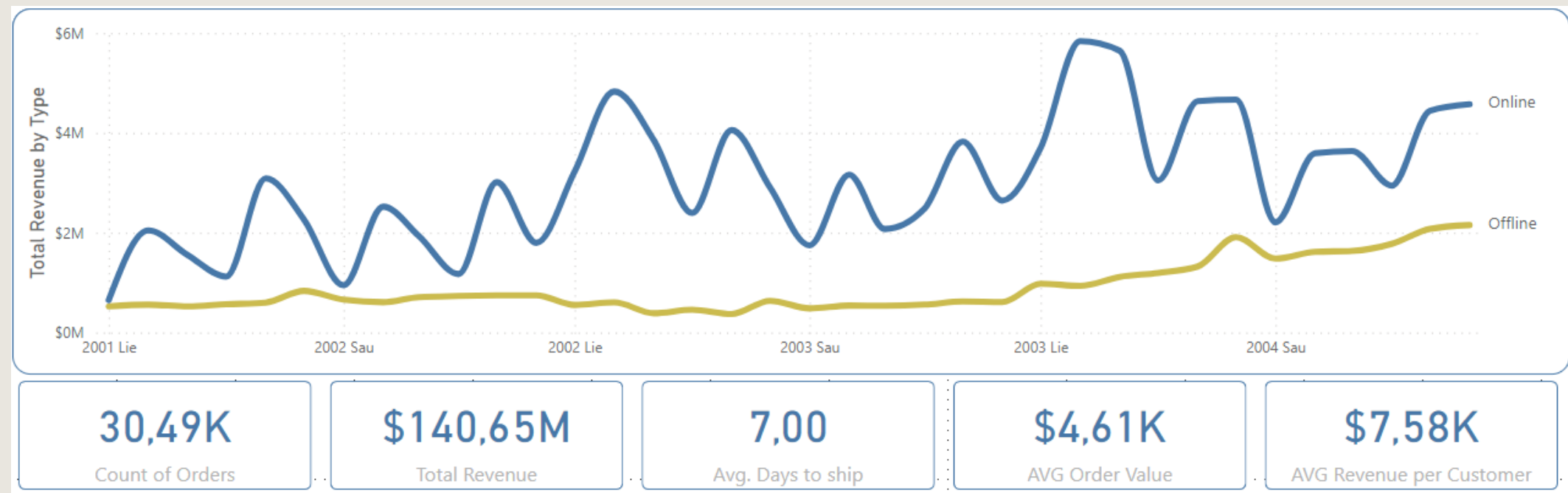
WHAT ARE THE
FUTURE PLANS AND
GOALS?



AGENDA

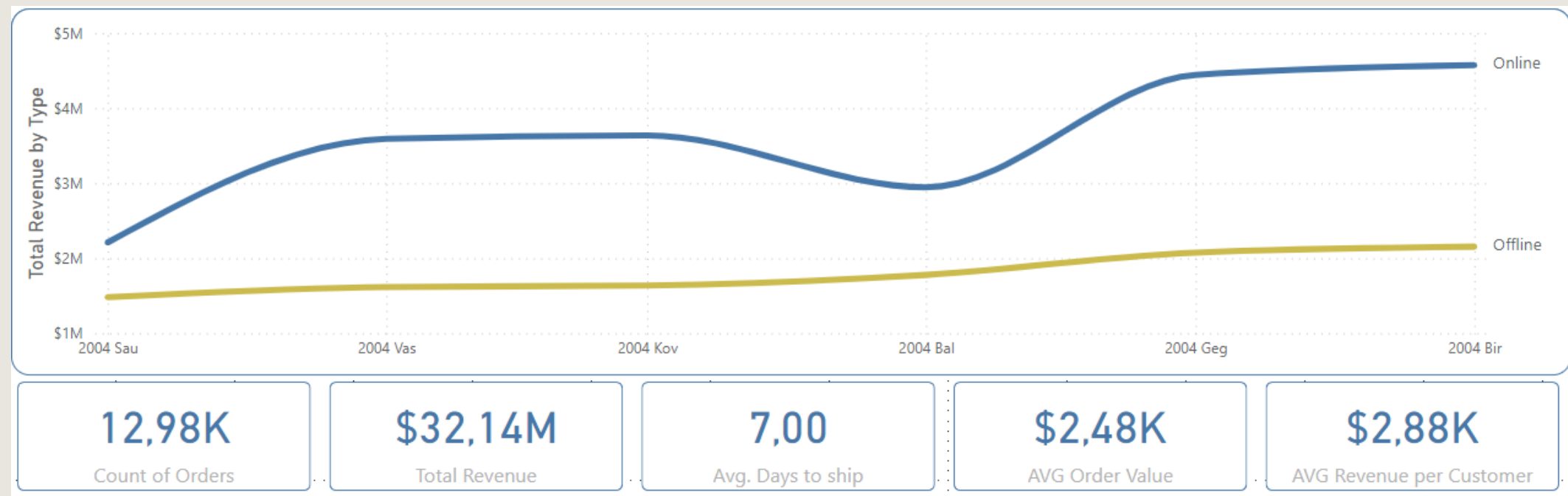
- Sales revenue review
- Main sales reasons
- Territorial sales
- Sales expand plan
- Sales target plan

SALES REVENUE SINCE 2001-PRESENT



SALES REVENUE

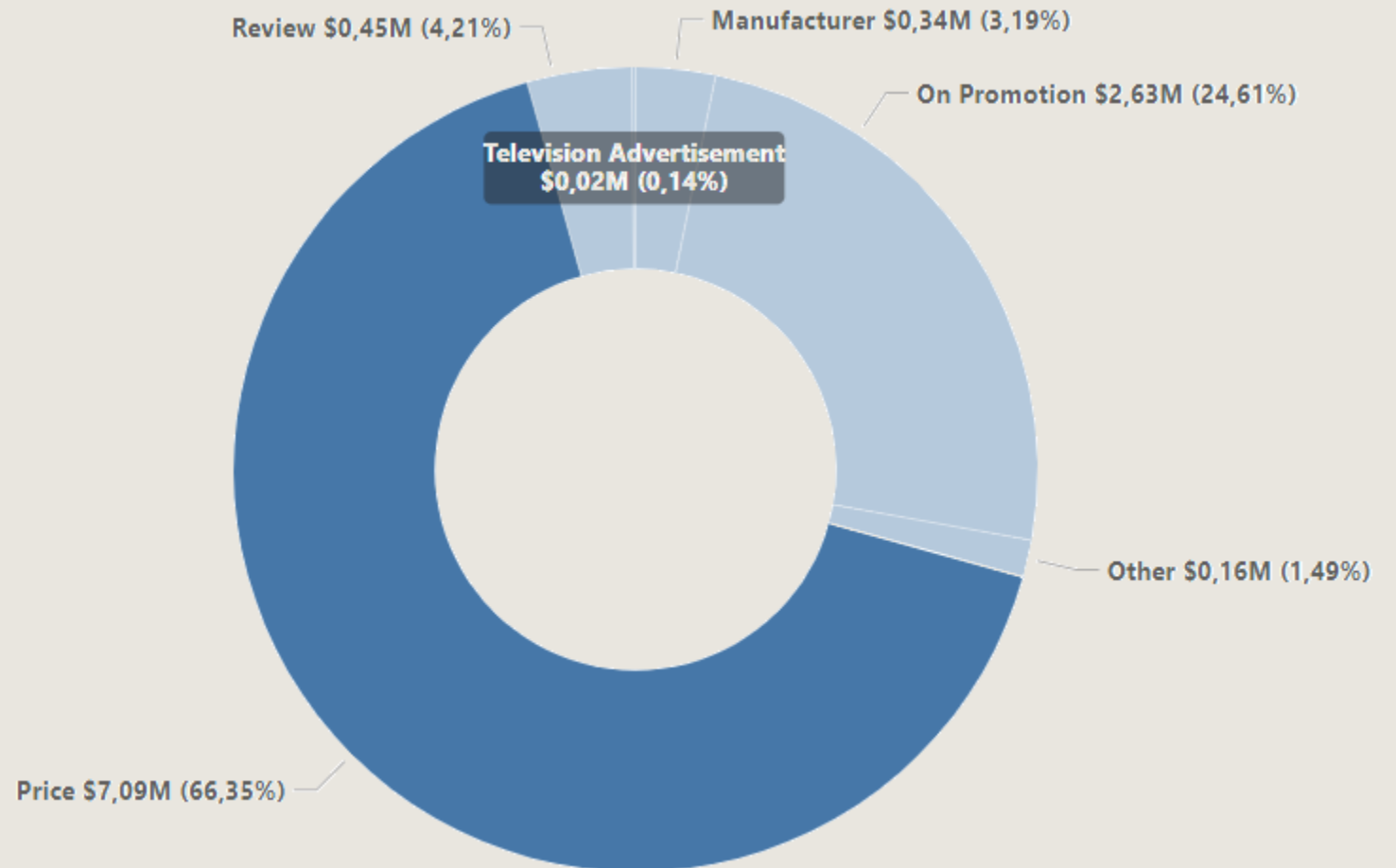
ONGOING YEAR 2004-PRESENT



SALES REASONS 2004-PRESENT

Main criteria

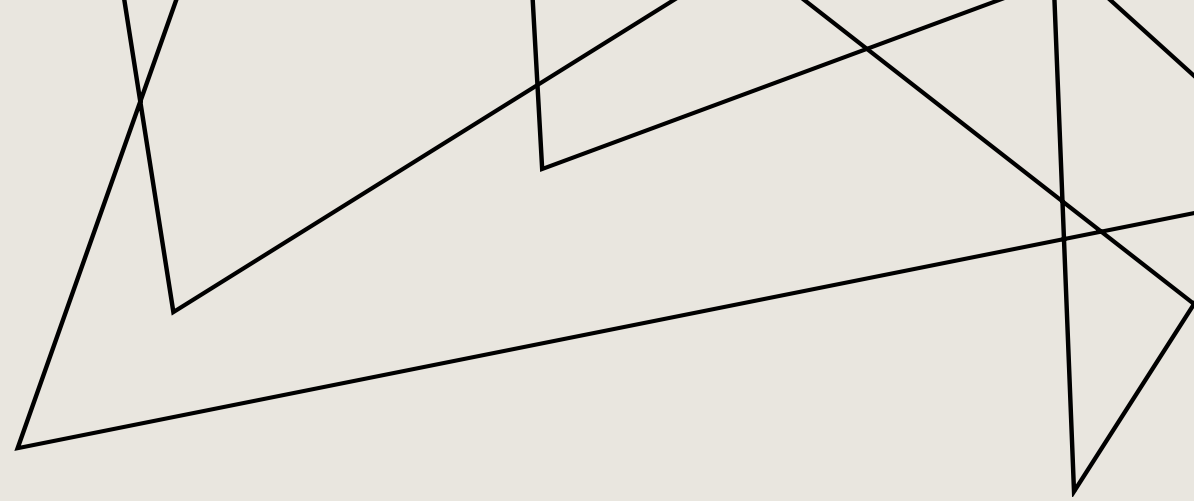
- Price
- On promotion
- Review
- Manufacturer
- Television ads
- Other



SALES TERRITORIES

Main sales territories

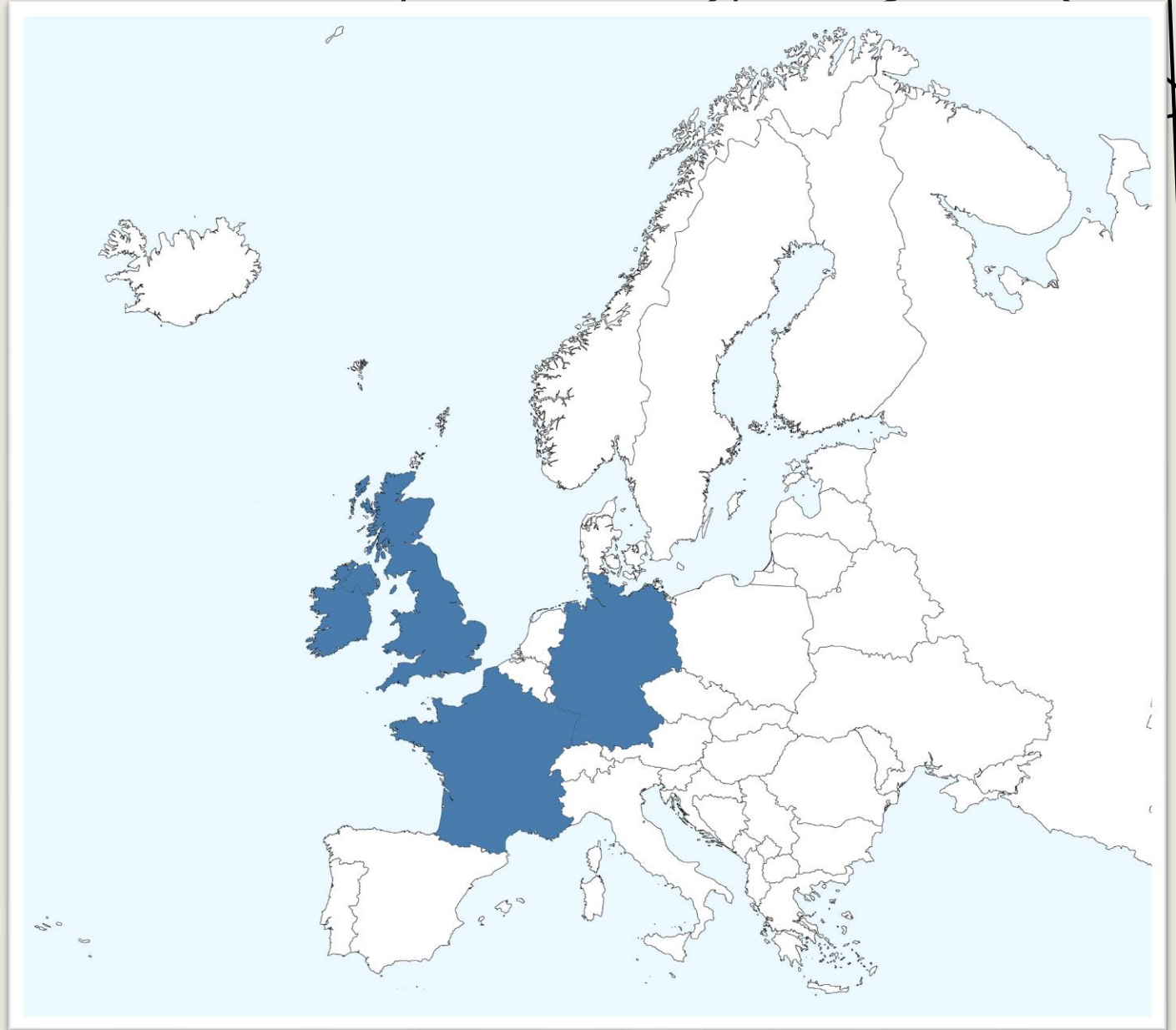
- USA
- Canada
- Australia
- Europe:
 - United Kingdom
 - France
 - Germany



SALES IN EUROPE 2004-PRESENT

\$8,27M

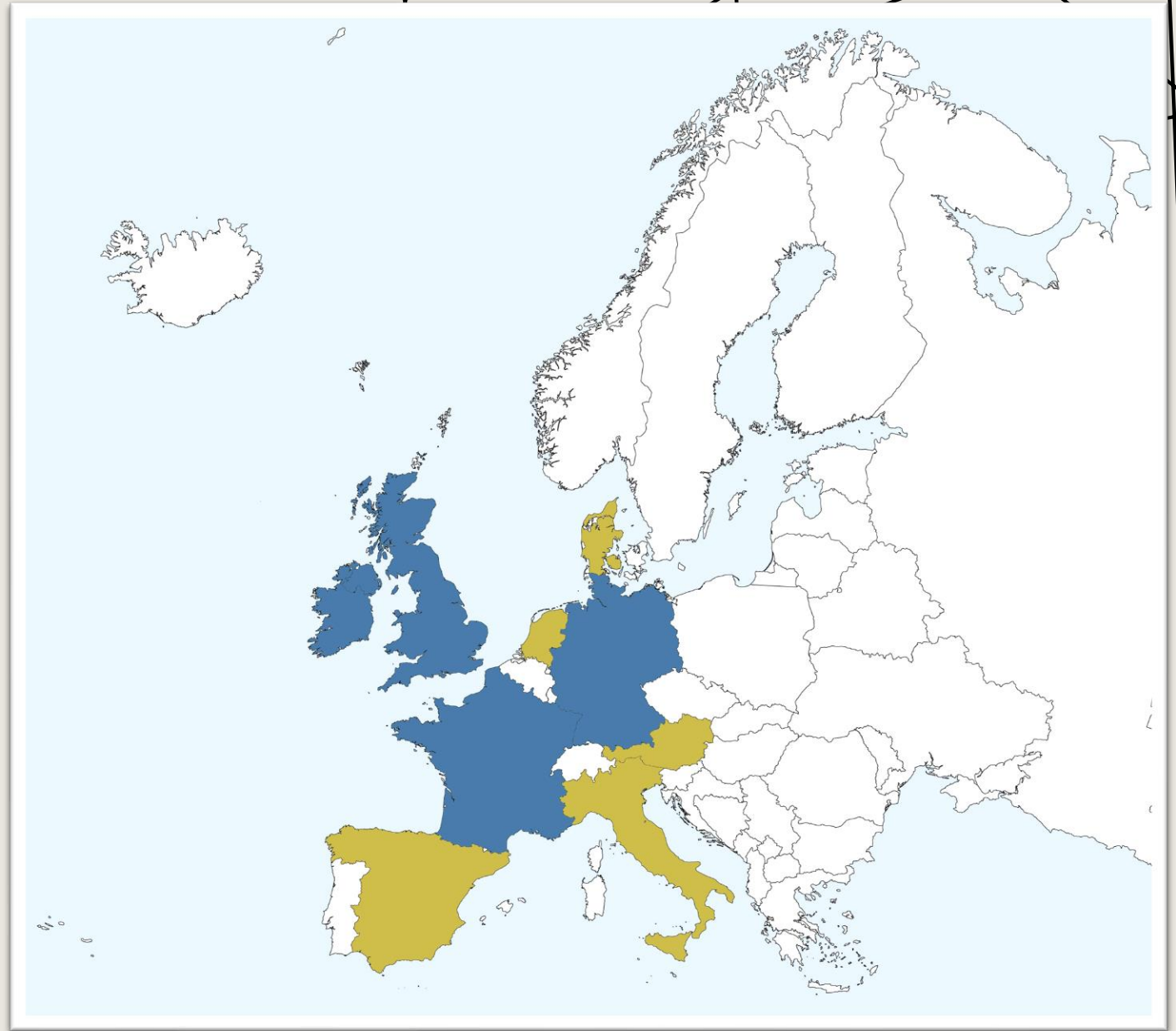
Sum of Total Revenue



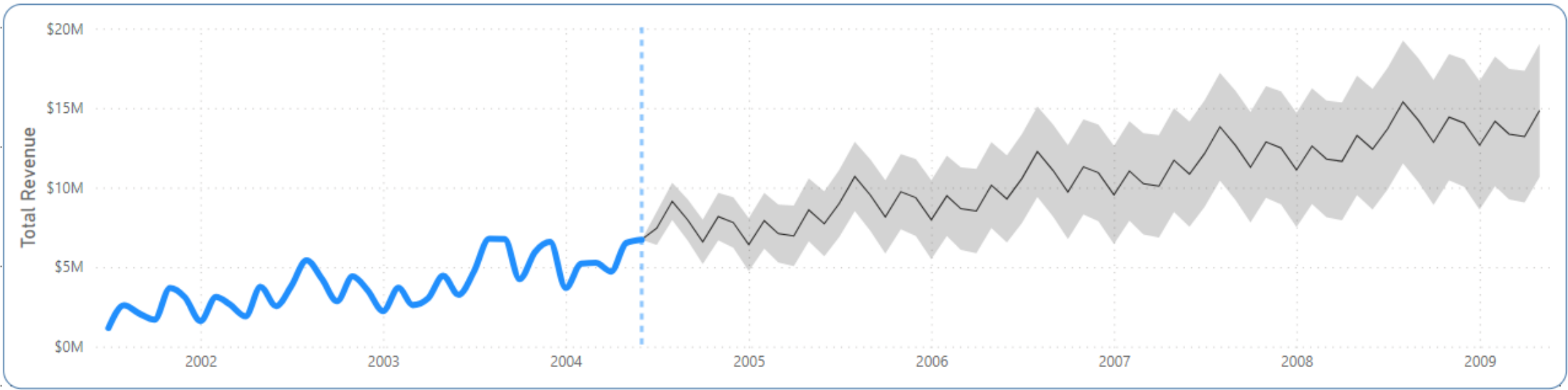
SALES IN EUROPE EXPANSION PLAN (PROPOSITION)

Europe countries to expand:

- Netherlands
- Denmark
- Austria
- Italy
- Spain



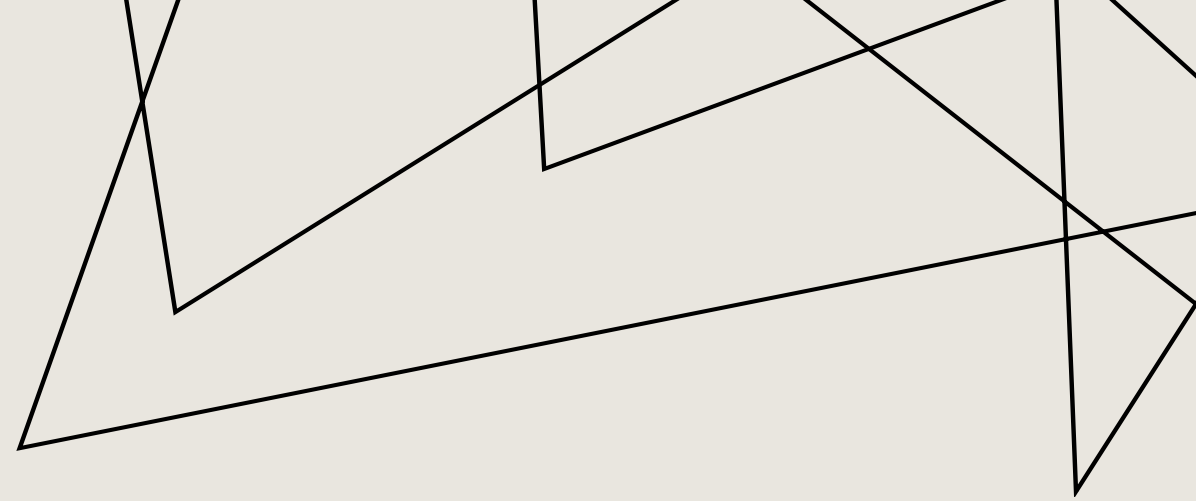
SALES REVENUE FORECAST NEXT 5 YEARS



Year	Total Revenue
2001	\$14.327.552,23
2002	\$39.875.505,10
2003	\$54.307.615,09
2004	\$32.140.733,49
Total	\$140.651.405,90

Year	Revenue forecast	Low Bound Revenue Forecast	High Bound Revenue Forecast
2004	\$53.841.990,00	\$45.854.242,00	\$61.829.737,00
2005	\$101.215.340,00	\$76.441.223,00	\$125.989.461,00
2006	\$119.973.091,00	\$86.780.933,00	\$153.165.250,00
2007	\$138.730.841,00	\$98.858.436,00	\$178.603.242,00
2008	\$157.488.588,00	\$111.886.108,00	\$203.091.068,00
2009	\$68.261.358,00	\$47.724.508,00	\$88.798.209,00
Total	\$639.511.208,00	\$467.545.450,00	\$811.476.967,00

OVERVIEW AND PROPOSITIONS



- Main season of sales is price
 - Promotion the product on other channels (web)
- Main sales countries are USA, Canada, and Australia
 - Expand the market to other countries (mainly Europe)
- Sales shows the tendency of the revenue to grow each year
 - Expanding the promotional and territory market should support the growth tendency

A series of white, overlapping geometric lines and polygons on a black background, located on the left side of the slide.

THANK YOU

Pavel Brodovskij

DA learner