**Williwonk’s Chocolates of St. Louis Sales Report**

* Since 2002 Williwonk’s Chocolates has tripled in size grossing an estimated $3,457,264.00 which is the companies highest annual gross to date.
* Williwonk’s Chocolates has three branches
  + Mail Orders (2014 annual gross: $605,722.00)
  + Metro Airport Stores (2014 annual gross: $1,298,142.00)
  + In-store Sales (2014 annual gross: $1,553,400.00)

[[1]](#footnote-1)

* Closer Examination of each branch showed
  + In-store Sales (estimated 44% of all sales)
  + Metro Airport Stores (estimated 38% of all sales)
  + Mail Orders (estimated 18% of all sales)

[[2]](#footnote-2)

* Taking a closer look at both Metro Airport Store Sales and Mail Order Stores
  + Metro Airport Stores conduct 47% more sales than Mail Orders.
  + The fourth and final quarter is the strongest for sales in both branches

[[3]](#footnote-3)

**Summary**

* + In-Store Sales remain our strongest branch contributing over 44% of all sales.
  + The Mail Order branch remains our weakest contributing an estimated 18% of all sales.
  + Quarter 4 remains the strongest quarter for all branches and Quarter 3 as our weakest.
  + We must figure out new ways to improve sales for Quarter 3 while increasing the total sales for 2015.

1. Figure 1 above is a visible example of the 2014 total sales for each branch. Numbers provided from Instructor Susie Ford [↑](#footnote-ref-1)
2. Figure 2 above is a visible example of the percentage of 2014 total sales for each branch. Numbers provided from Instructor Susie Ford [↑](#footnote-ref-2)
3. Figure 3 above is a visible example of the 2014 total sales for Metro Airport and Mail Order branches. Numbers provided from Instructor Susie Ford [↑](#footnote-ref-3)