

# Annual Sales Performance Report 2019

## Key Findings:

- Overall sales in 2019 increased to 146.6 M THB or by 11.7% from 2018.
- In the first quarter 2019, sales showed an upward trend and it increased more than 50% from Nov to Dec 2019.
- USA occupied the highest proportion of total sales with 29.4% and increased 32.2% from 2018.
- Canned food generated the highest sales across all markets.

## Recommendations for next year:

- Maintain the sales volume of canned and frozen food.
- **Opportunity:** Build the strengthen point of dried food to enhance sales performance.
- Ensure that the inventory will sufficiently be prepared for the first quarter in the next year.
- Maintain and create loyalty towards customers, especially American customers.

## Sales Performance in 2019 vs 2018

Sales

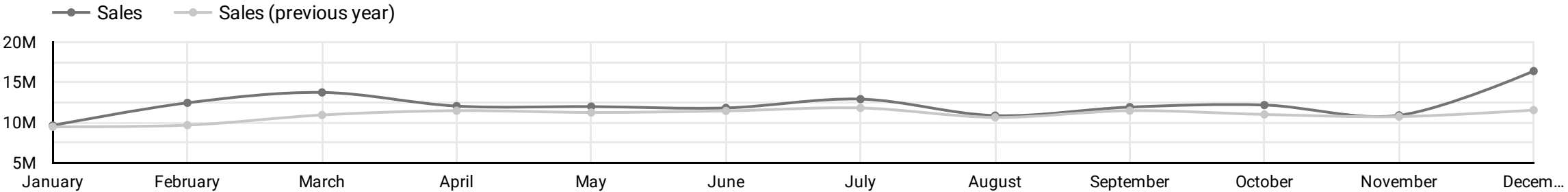
146,609,360

↑ 11.7%

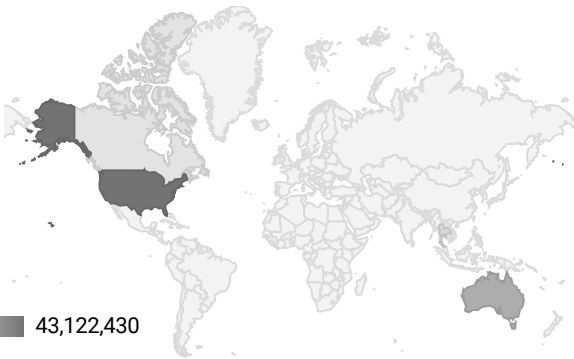
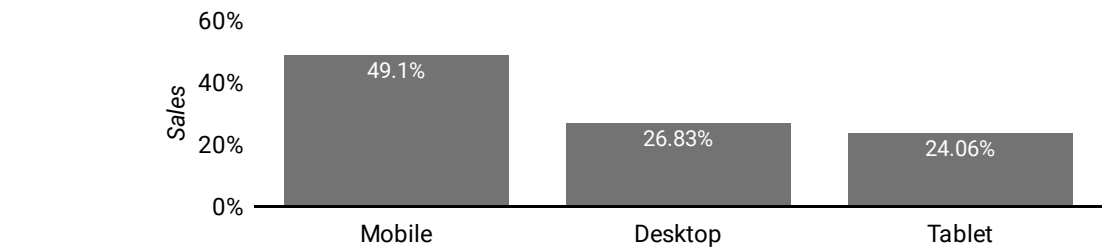
Sales (USA)

43,122,430

↑ 32.2%



## Sales Performance in 2019 by Subgroup



Country	Sales	% ▾
USA	43,122,430	29.41% <div></div>
Australia	37,613,960	25.66% <div></div>
Thailand	33,385,560	22.77% <div></div>
Canada	32,487,410	22.16% <div></div>
Grand total	146,609,360	100%

