

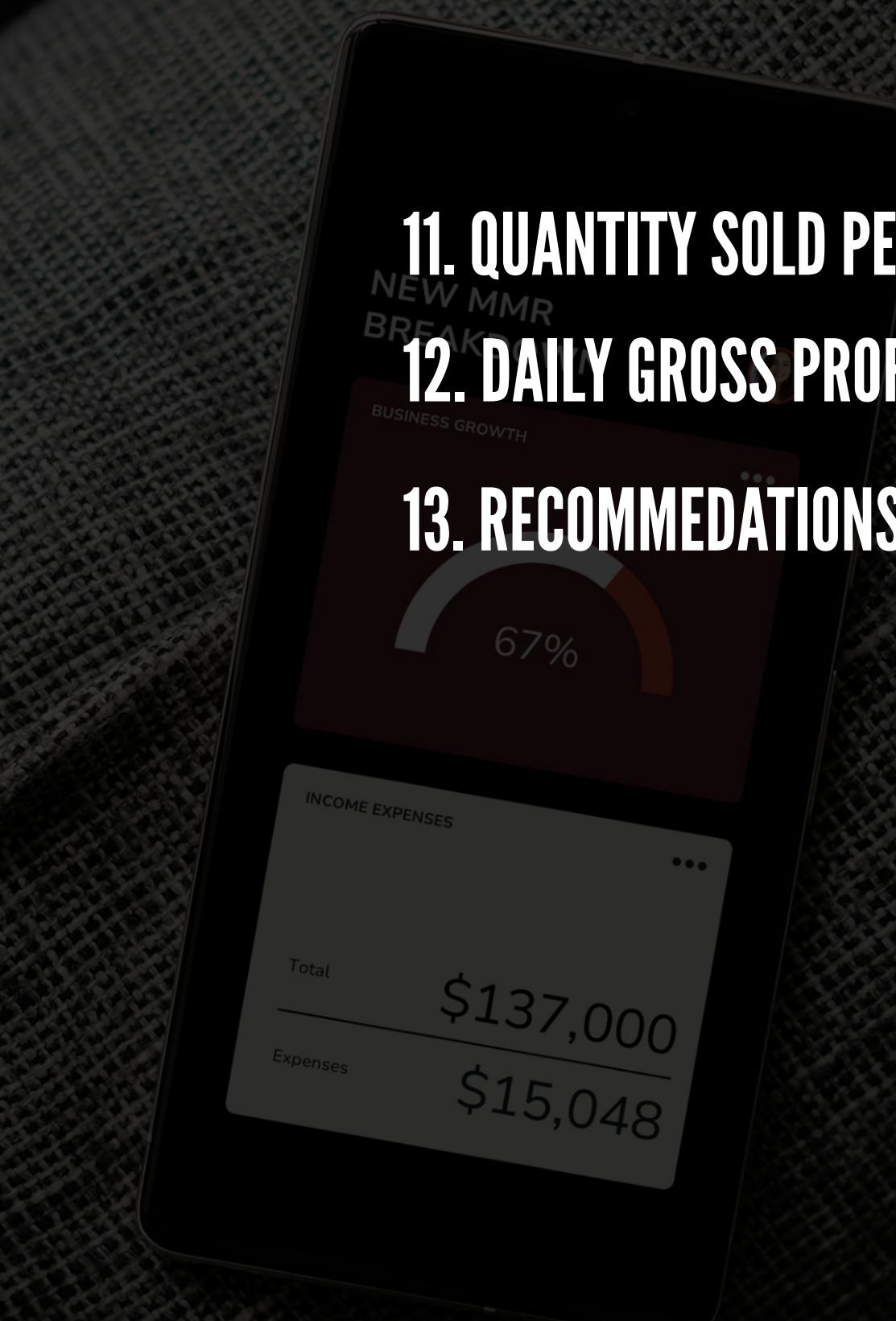
PRESENTATION

SALES ANALYSIS

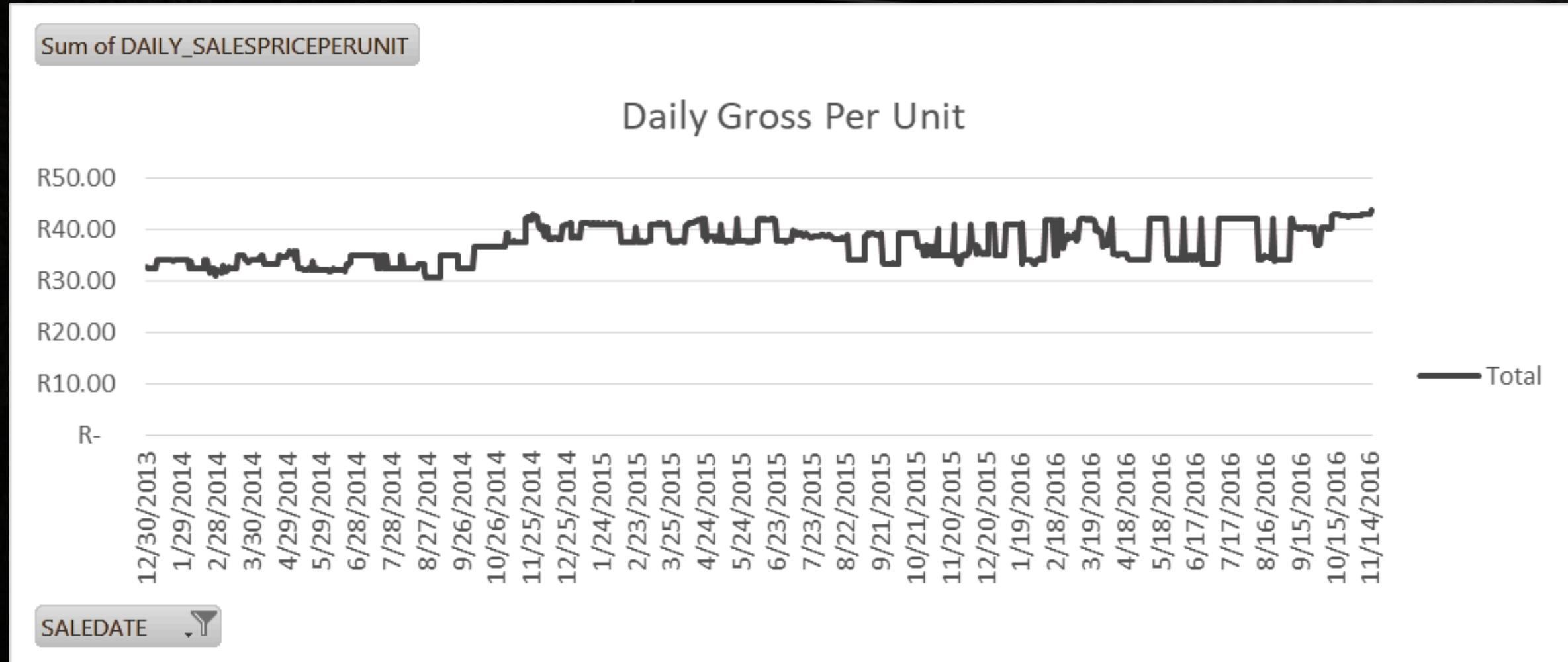
NOVEMBER, 2025

TABLE OF CONTENTS

- 3. DAILY GROSS PER UNIT
- 4. DAILY GROSS
- 5. DAILY SALES PER PRICE UNIT
- 6. DAILY GROSS PROFIT PER SALE TYPE
- 7. AVERAGE UNIT SALE PER MONTH
- 8. TOTAL SALE PER SALE TYPE
- 9. SALES PER YEAR
- 10. MONTHLY SALES VS COST OF SALES
- 11. QUANTITY SOLD PER YEAR
- 12. DAILY GROSS PROFIT PER YEAR
- 13. RECOMMENDATIONS



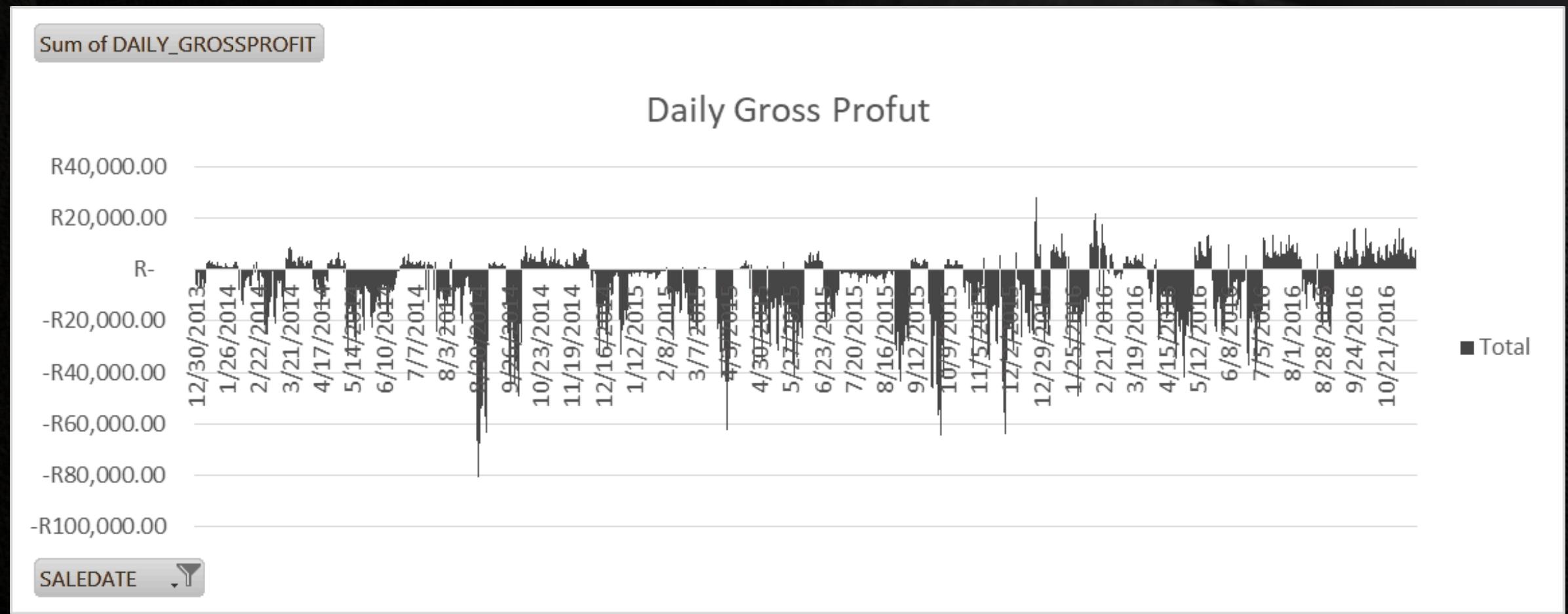
DAILY GROSS PER UNIT



Gross profit per unit is stable and shows gradual improvement over time

The product maintains strong pricing power, with margins quickly recovering post-promo.

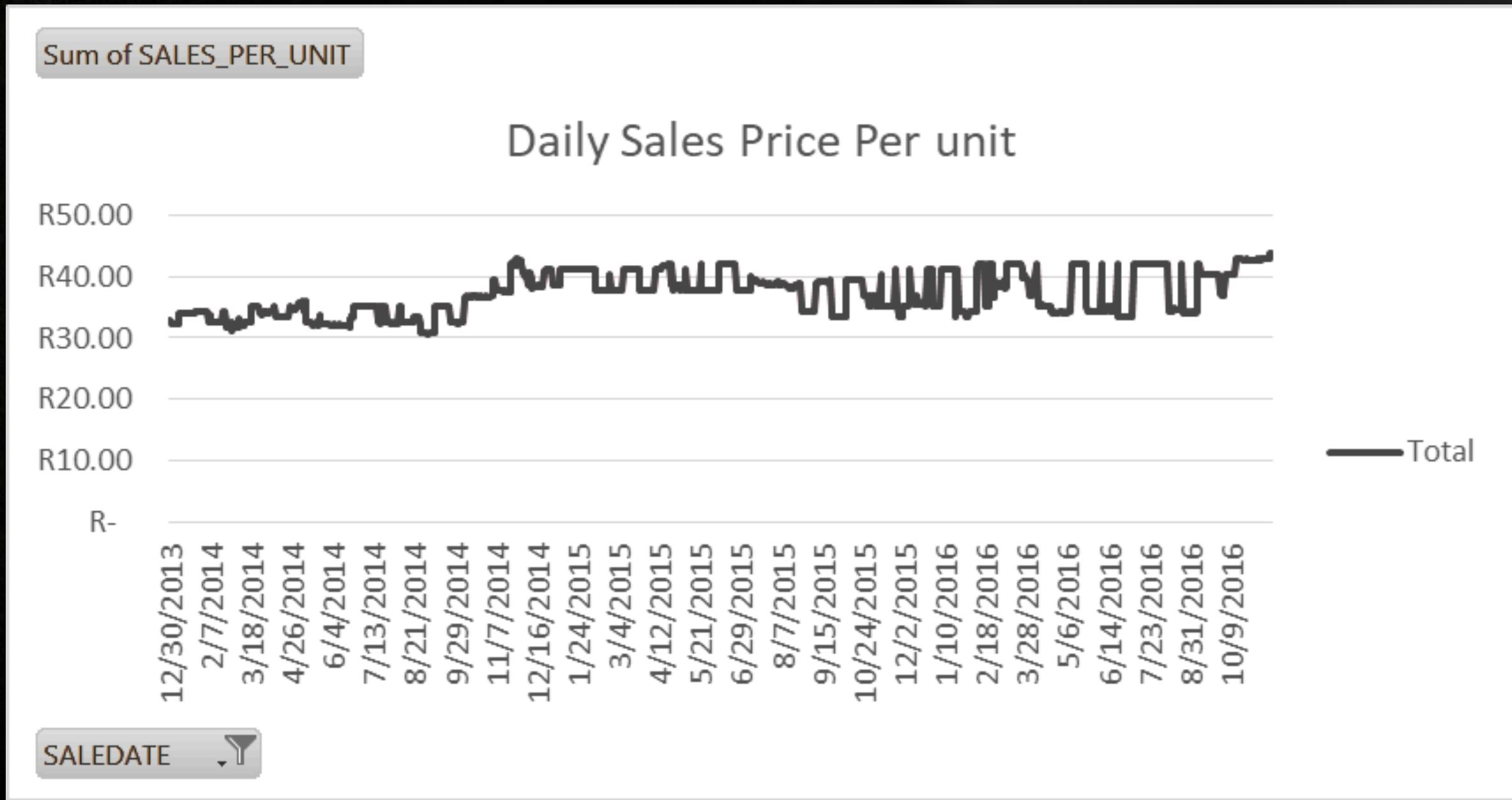
DAILY GROSS



Daily gross profit is highly volatile, rising and falling between strong profit and deep losses

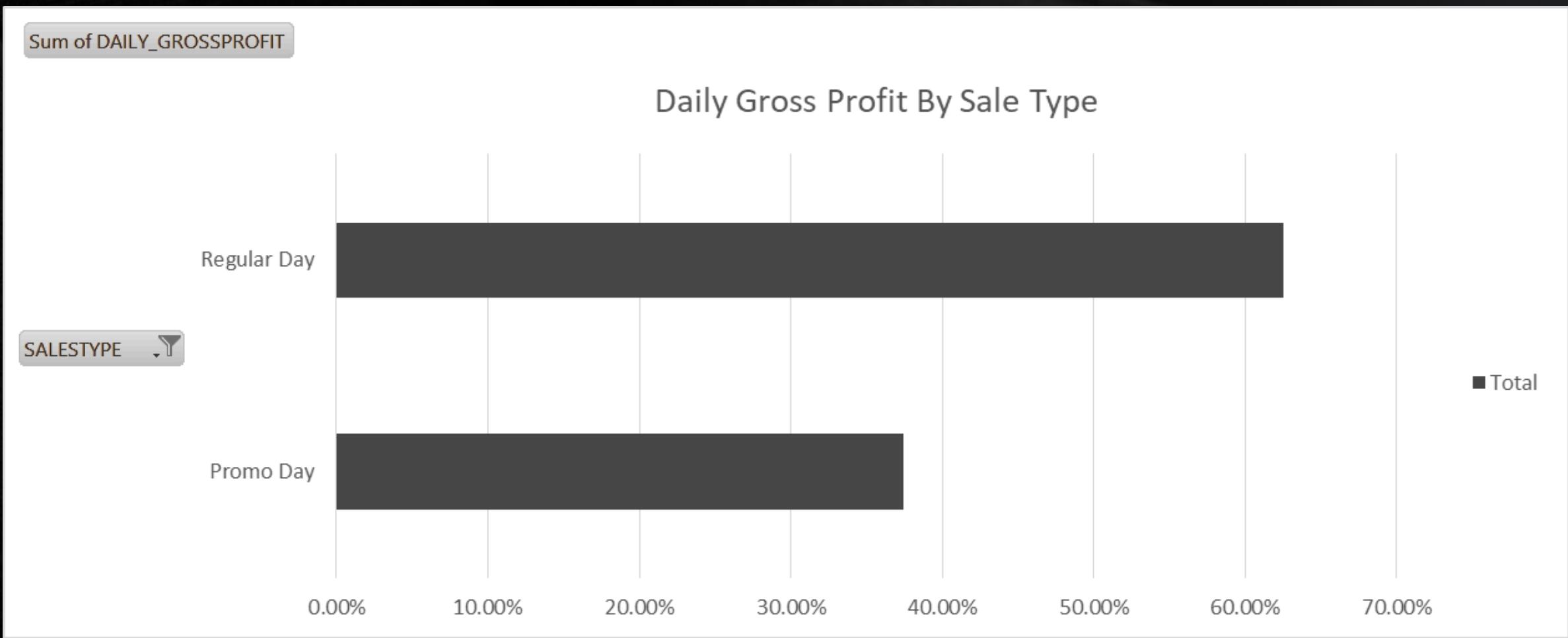
The trend shows that profit is not driven by margin per unit, but by the number of units sold each day.

DAILY SALES PRICE PER UNIT



The daily sales price per unit shows a steady upward trend from 2013 to 2016, indicating stronger demand and improved pricing strategy.

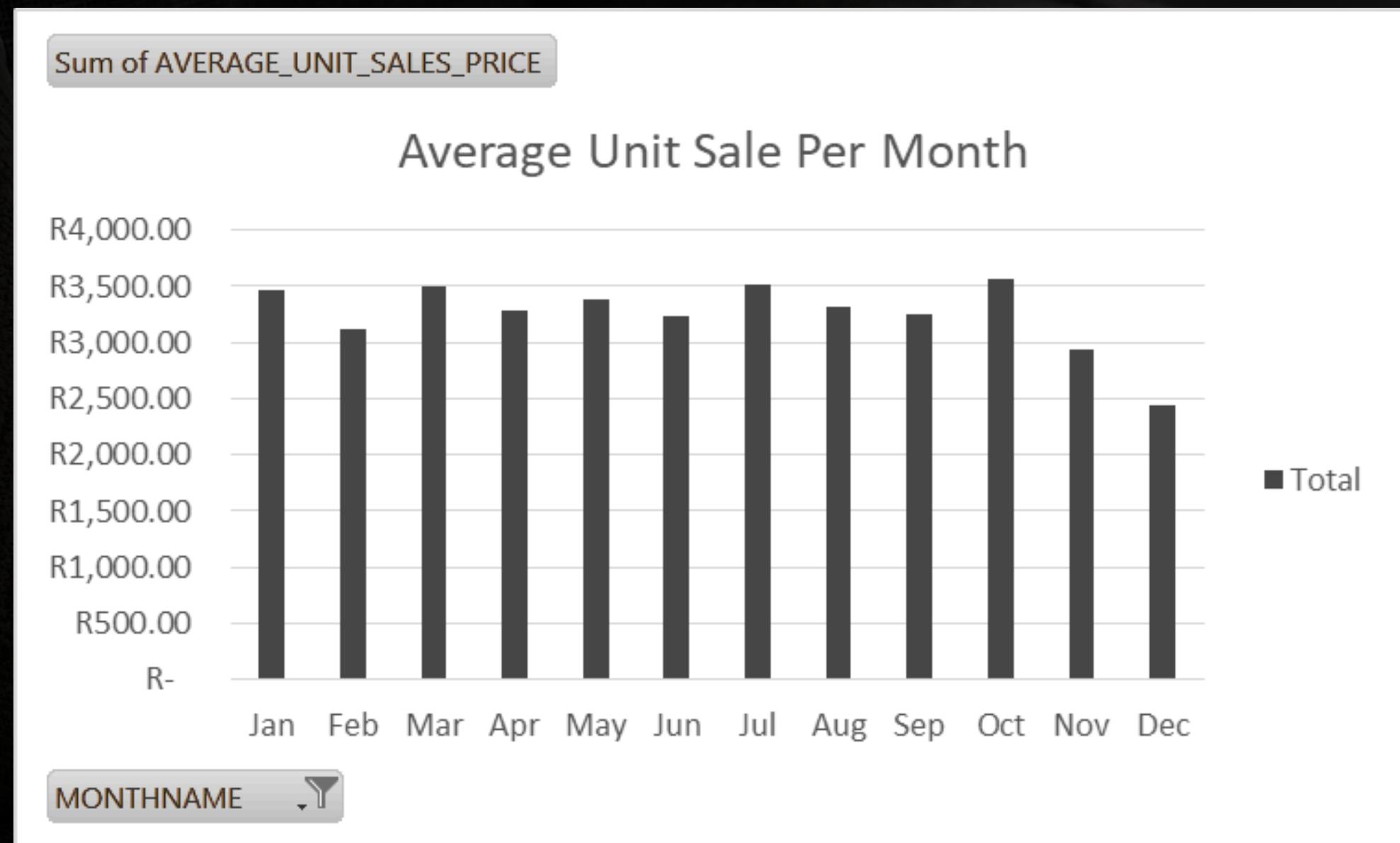
DAILY GROSS PROFIT PER SALE TYPE



Regular Days deliver the strongest profit margins.

Promo Days significantly reduce profit per unit.

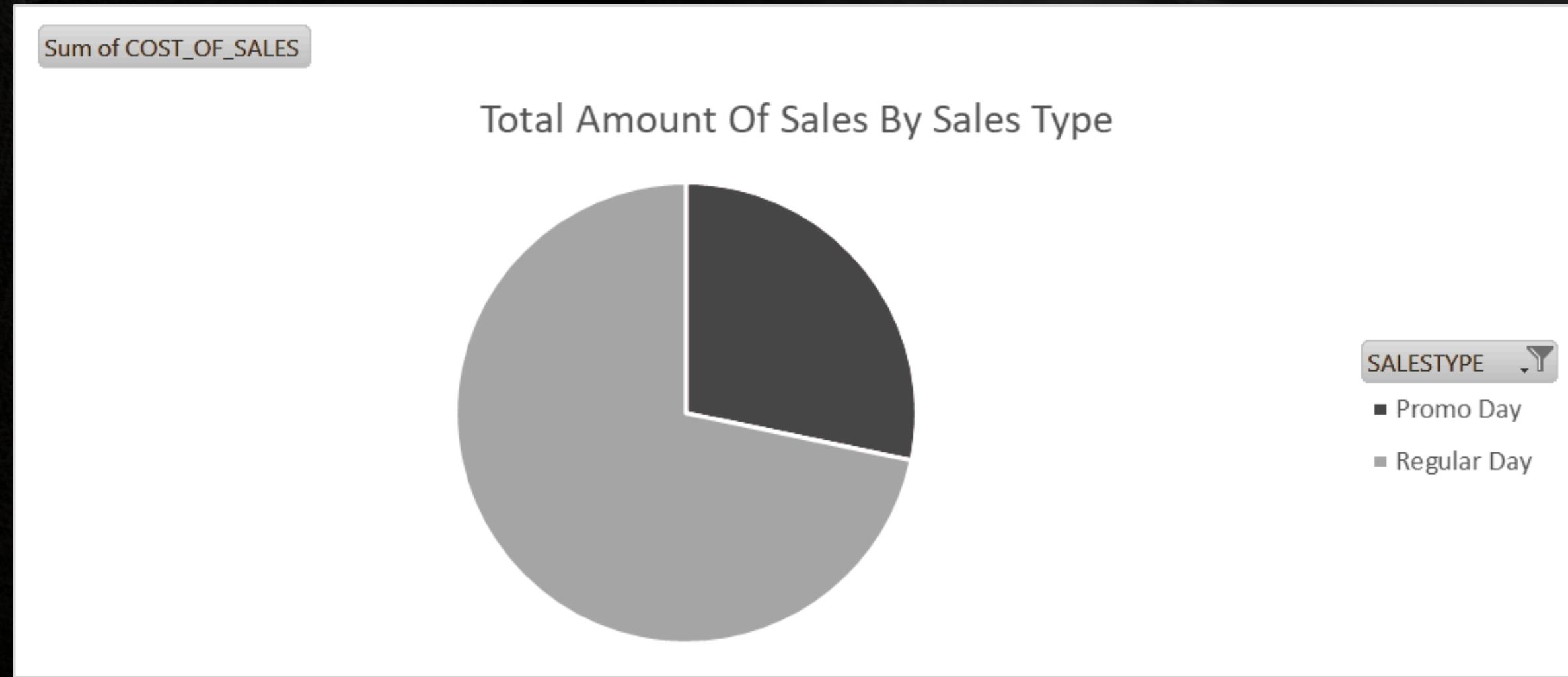
AVERAGE UNIT SALE PER MONTH



The highest average price appears around May–July

November and December show the lowest average unit sales prices,
dropping below R3,000.

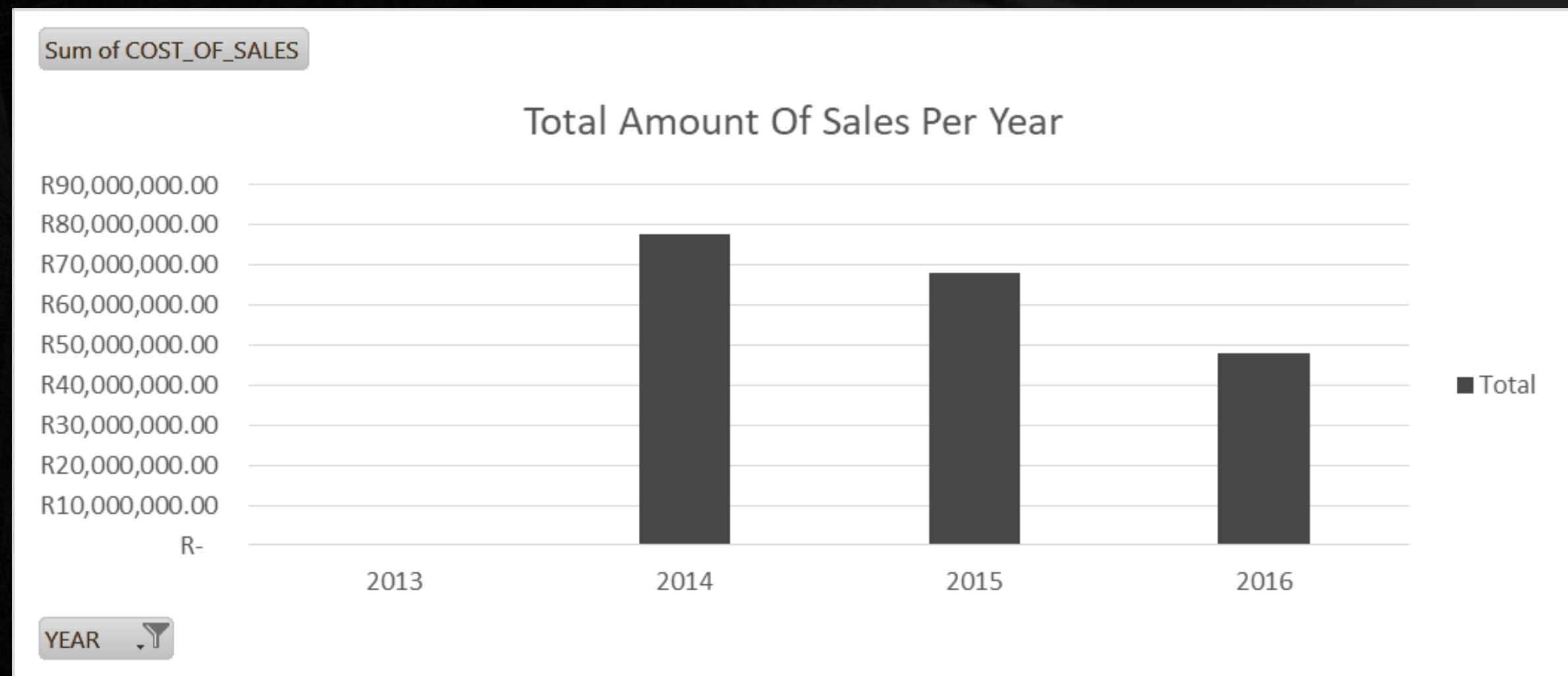
TOTAL SALES PER SALE TYPE



Regular Days generate the majority of total sales

Promo Days contribute a smaller share of sales

SALES PER YEAR

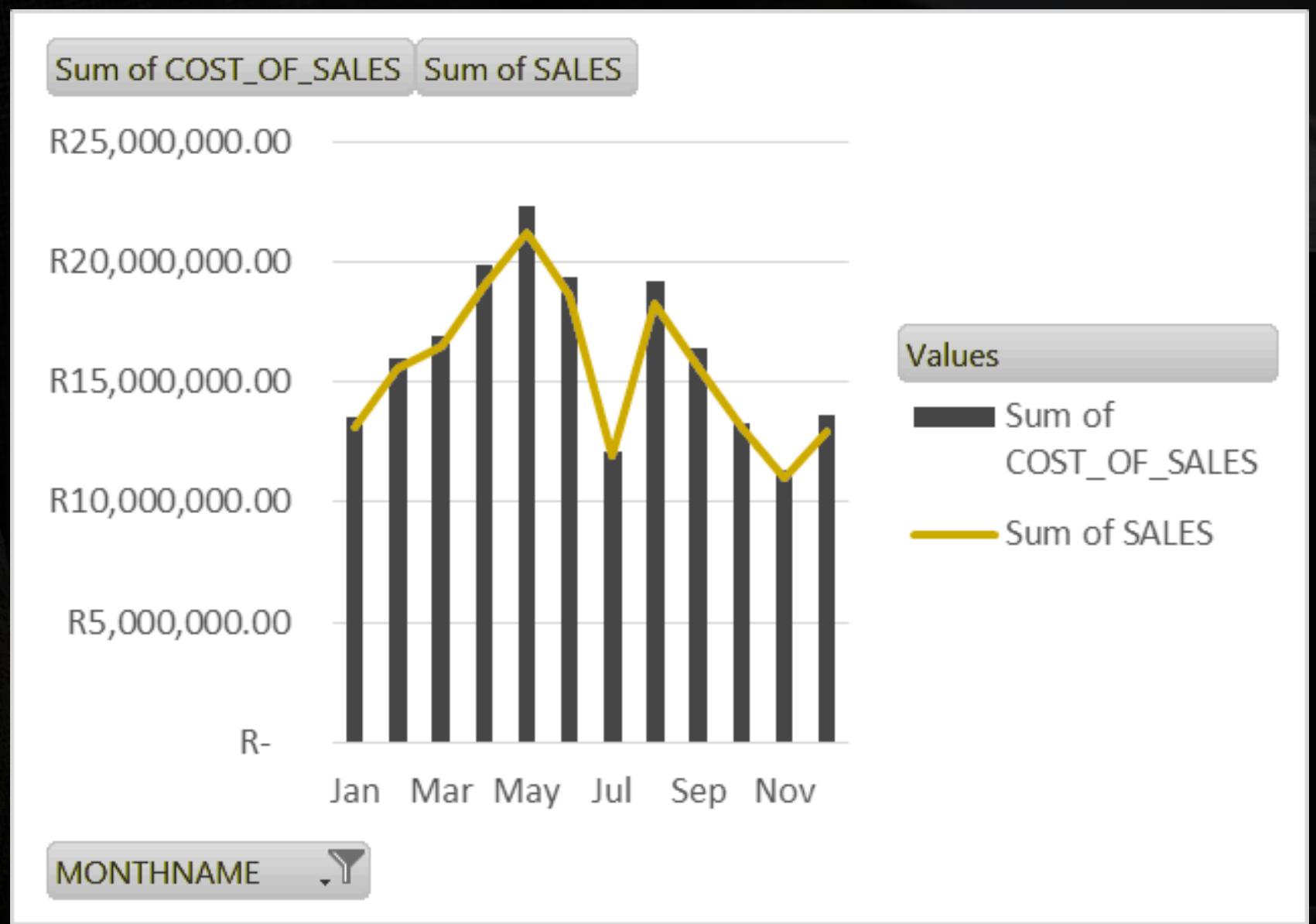


Strong Growth in 2014 – Peak Sales Year

Sales in 2015 decreased compared to 2014, but remained strong and stable.

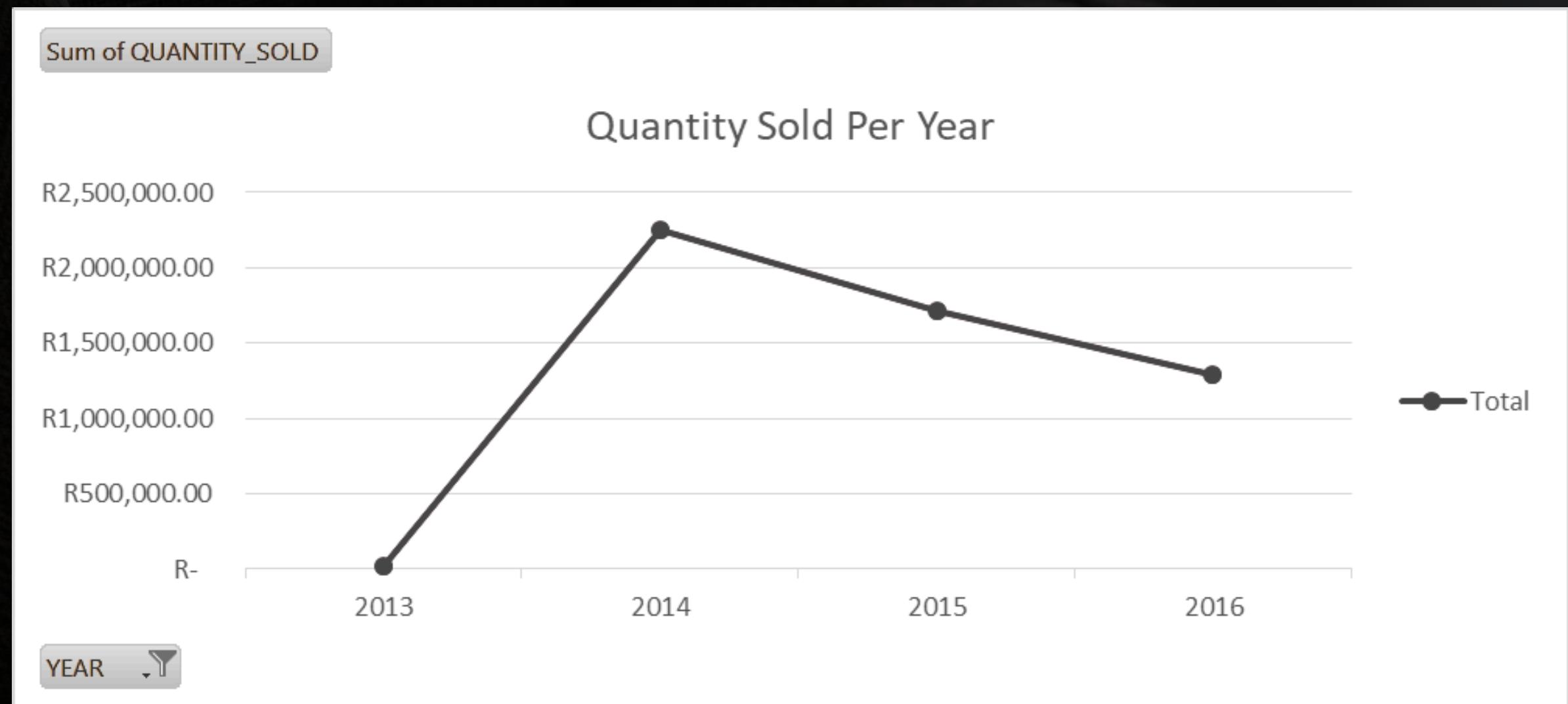
2016 shows the lowest sales in the timeline.

MONTHLY SALES VS COST OF SALES



Sales (yellow line) and cost of sales (grey bars) both show a clear upward trend from January → mid-year, peaking around May or June.
May stands out as the single biggest jump in sales.
July Shows High Activity but Also Higher Costs

QUANTITY SOLD PER YEAR

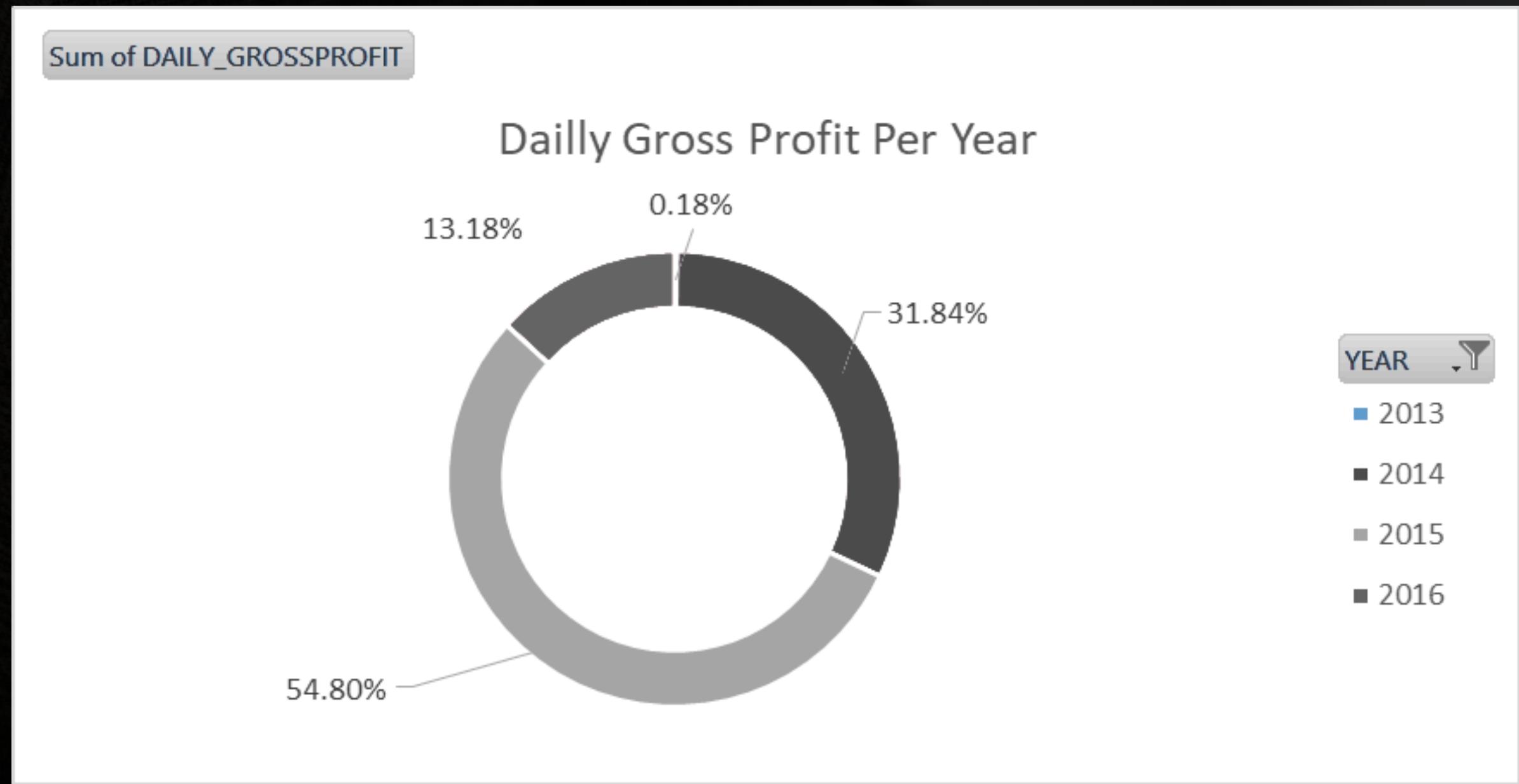


Explosive Growth from 2013 to 2014

Demand Starts Declining After the 2014 Peak

From 2015 to 2016 Quantity sold continues trending downward.

DAILY GROSS PROFIT PER YEAR



2014 Generates the Majority of Gross Profit (54.8%)
Strong Profitability in 2015 but Signs of Decline (31.8%)
2016 gross profit is less than half of 2015's.

RECOMMENDATIONS

Apply data-driven pricing: small price reductions during low-demand periods.

- Introduce short, targeted promotions to stimulate demand without harming margins.

Improve online visibility . Partner with local dealerships .

Launch month-specific campaign themes. Stop unnecessary discounting maintain high margins.



GROUND

THE INDUSTRY'S HISTORY

THANK YOU

FOR YOUR ATTENTION

MASINGE THEODORAS NHLAYISO

