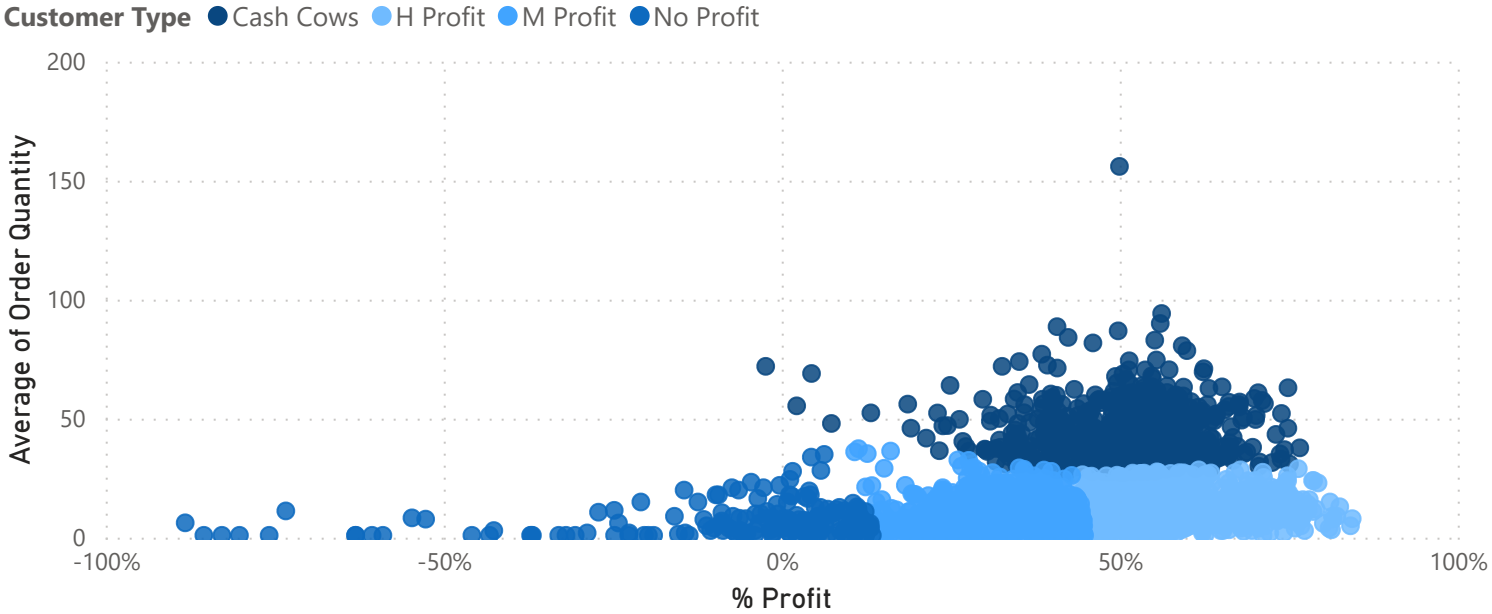
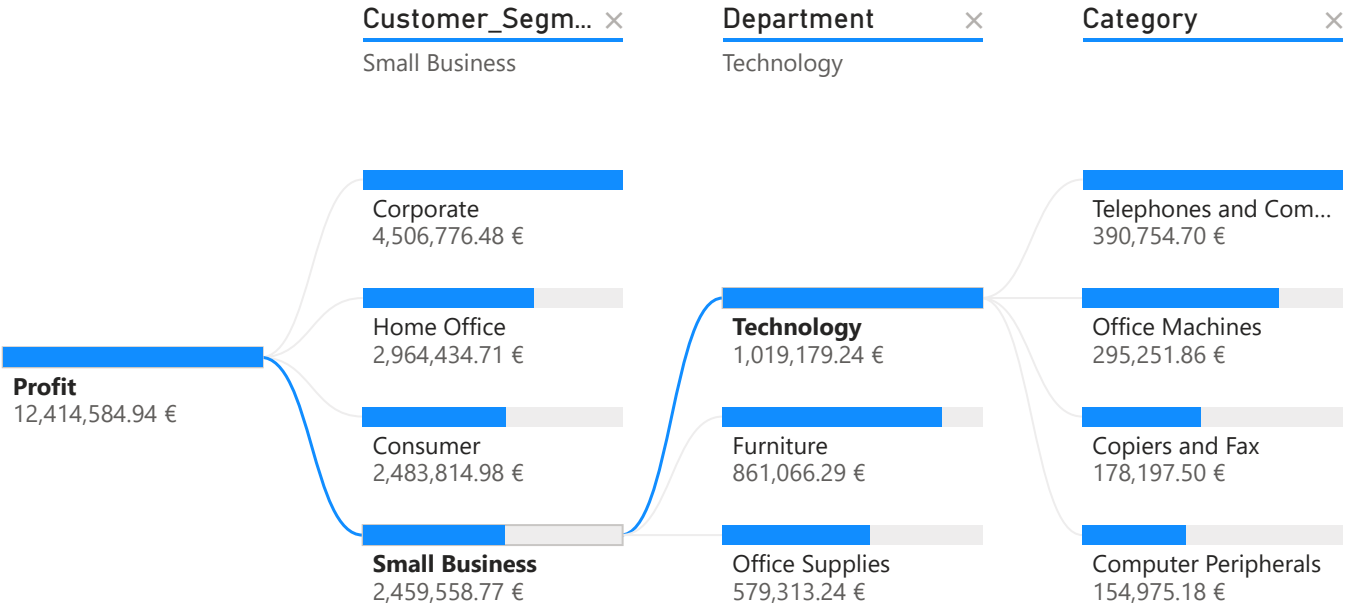
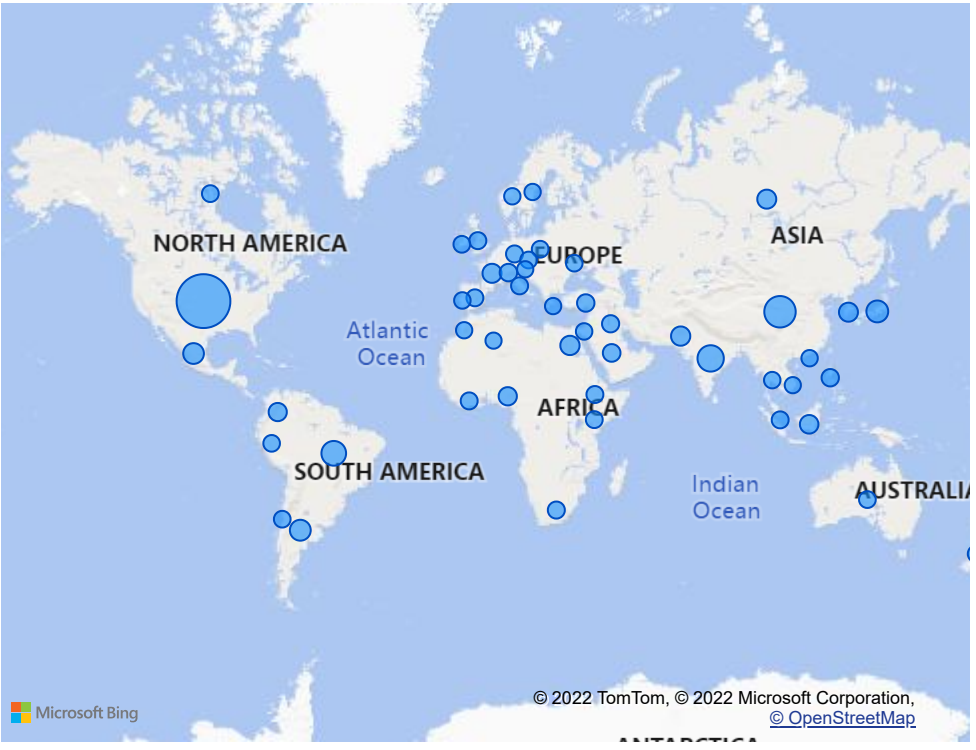


2010		2011		2012		2013	
Sales Amount	% Profit	Department	Category				
126,599.60 €	70.7%	✓	Office Supplies	Scissors, Rulers and Trimmers			
1,377,787.28 €	62.7%	✓	Furniture	Bookcases			
2,799,704.57 €	58.8%	✓	Furniture	Tables			
2,741,172.77 €	58.4%	✓	Furniture	Chairs & Chairmats			
1,886,622.12 €	56.9%	✓	Office Supplies	Storage & Organization			
1,339,558.82 €	55.6%	✓	Technology	Computer Peripherals			
3,753,684.50 €	55.3%	✓	Technology	Telephones and Communication			
275,435.73 €	50.9%	!	Office Supplies	Pens & Art Supplies			
1,173,798.13 €	50.8%	!	Office Supplies	Appliances			
1,198,586.38 €	50.4%	!	Furniture	Office Furnishings			
26,536.00 €	45.3%	!	Office Supplies	Rubber Bands			
1,996,930.50 €	38.1%	✗	Technology	Copiers and Fax			
3,756,454.17 €	36.0%	✗	Technology	Office Machines			
318,727.96 €	34.4%	✗	Office Supplies	Envelopes			
61,931.95 €	32.4%	✗	Office Supplies	Labels			
711,728.18 €	32.3%	✗	Office Supplies	Paper			
25,381,815.37 €	48.9%						

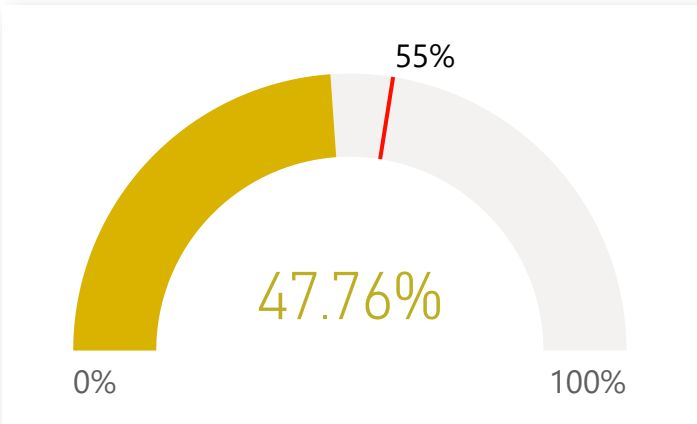


2010	2012
2011	2013

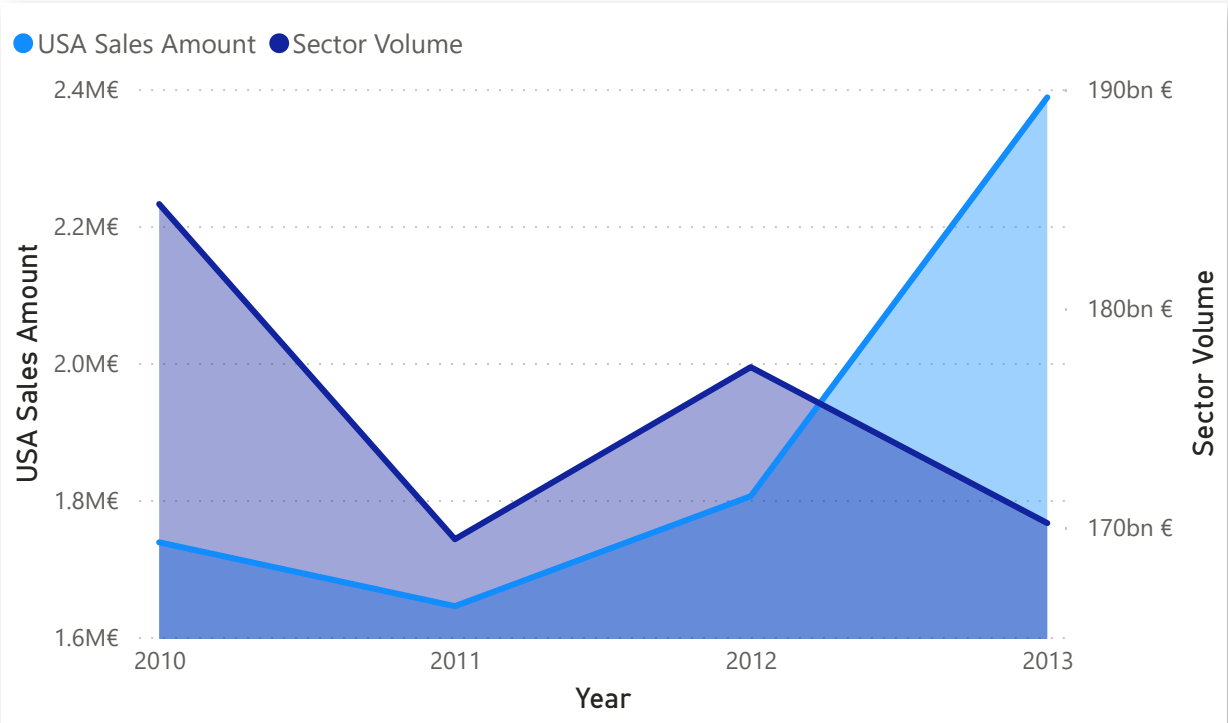
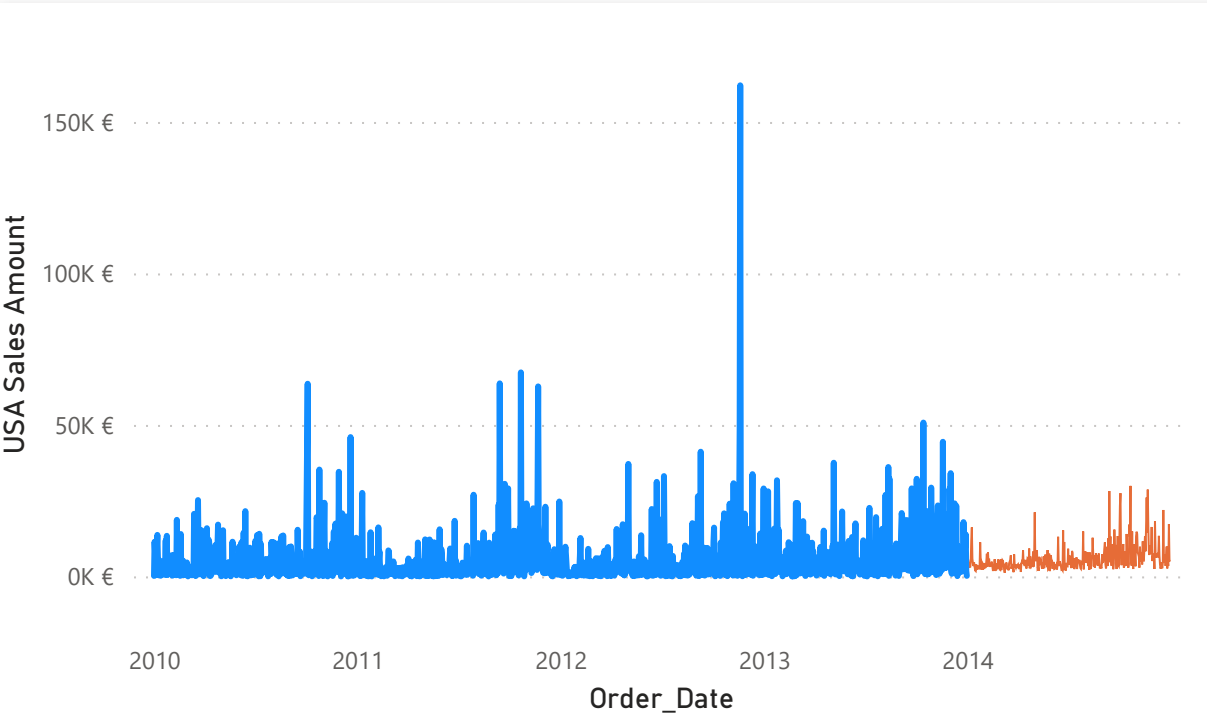
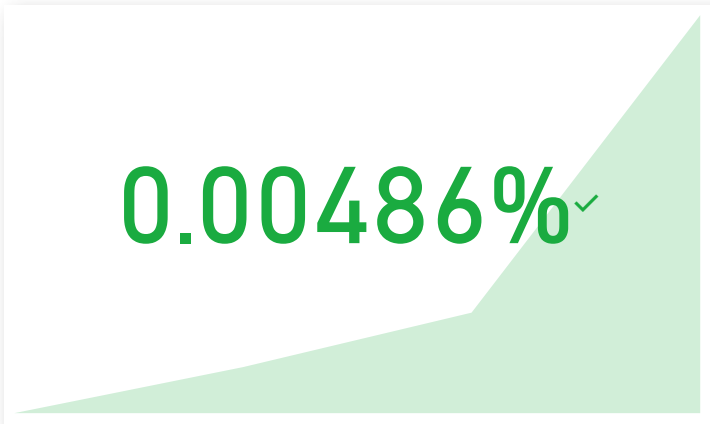


2010	2012
2011	2013

USA % Profit Performance

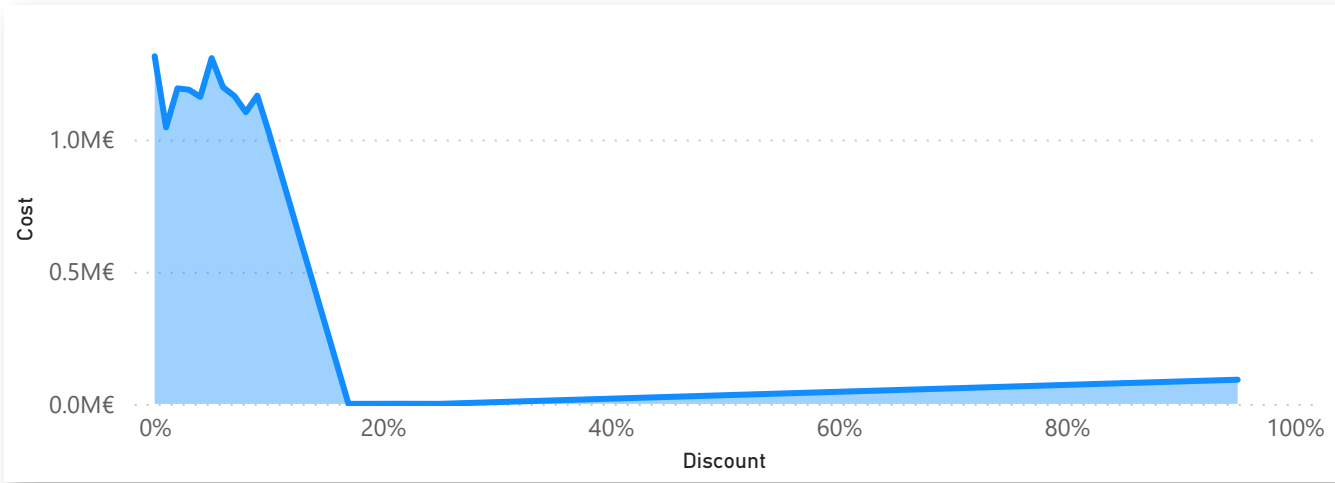


USA Retail Sector Market Share



2010	2012
2011	2013

Critical
High
Low
Medium
Not Specified



Discount	Sales Amount	Order Quantity	Profit	% Profit	
0.00%	2,624,817.00 €	34025	1,309,504.66 €	49.9%	⚠
1.00%	2,380,727.25 €	36724	1,334,639.75 €	56.1%	✓
2.00%	2,319,258.20 €	33291	1,125,605.22 €	48.5%	⚠
3.00%	2,367,279.18 €	34480	1,178,535.33 €	49.8%	⚠
4.00%	2,317,865.28 €	34728	1,156,443.81 €	49.9%	⚠
5.00%	2,527,424.65 €	35608	1,219,301.28 €	48.2%	⚠
6.00%	2,391,573.38 €	30800	1,193,695.35 €	49.9%	⚠
7.00%	2,176,569.21 €	33267	1,011,913.84 €	46.5%	⚠
8.00%	2,136,734.04 €	34345	1,033,073.29 €	48.3%	⚠
9.00%	2,204,523.23 €	33743	1,038,375.65 €	47.1%	⚠
10.00%	1,921,566.60 €	32555	892,158.92 €	46.4%	⚠
17.00%	12.45 €	1	-7.85 €	-63.1%	✗
Total	25,381,815.37 €	374829	12,414,584.94 €	48.9%	

Furniture	Arkansas	29	15,028.91 €	60.6%
Department	State	Order Quant...	Profit	% Profit
Furniture	California	116	60,250.64 €	60.8%
Department	State	Order Quant...	Profit	% Profit
Furniture	Colorado	7	3,531.86 €	59.7%
Department	State	Order Quant...	Profit	% Profit
Furniture	Florida	10	5,329.10 €	61.1%
Department	State	Order Quant...	Profit	% Profit
Furniture	Illinois	8	4,042.84 €	59.8%
Department	State	Order Quant...	Profit	% Profit

2010	2012	Furniture
2011	2013	Office Supplies
		Technology

Most Profitable

Bretford CR8500 Series Meeting Room Furniture

768	162,990.66 €
Order Quantity	Profit

Global Troy™ Executive Leather Low-Back Tilter

769	214,555.13 €
Order Quantity	Profit

Riverside Palais Royal Lawyers Bookcase, Royale Cherry Finish

486	249,585.92 €
Order Quantity	Profit

Less Profitable

Hon Non-Folding Utility Tables

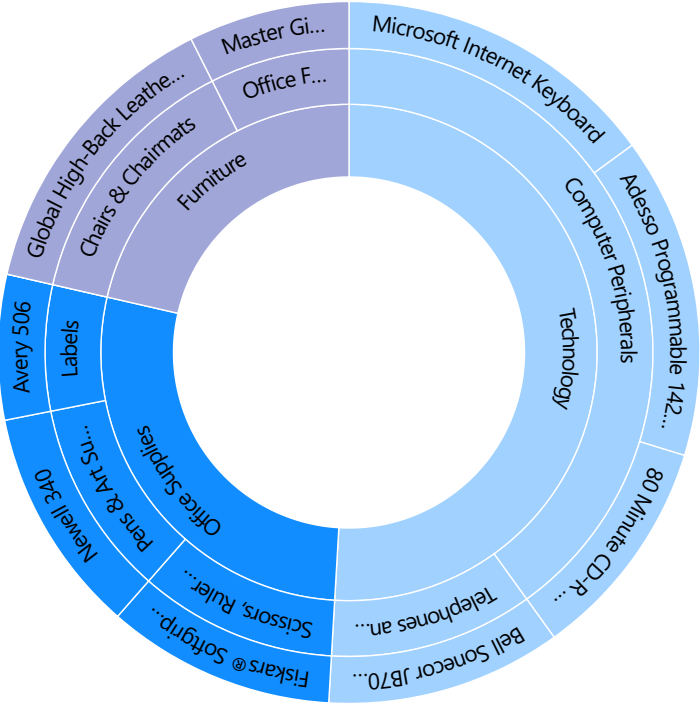
138	-3,351.54 €
Order Quantity	Profit

Ibico EPK-21 Electric Binding System

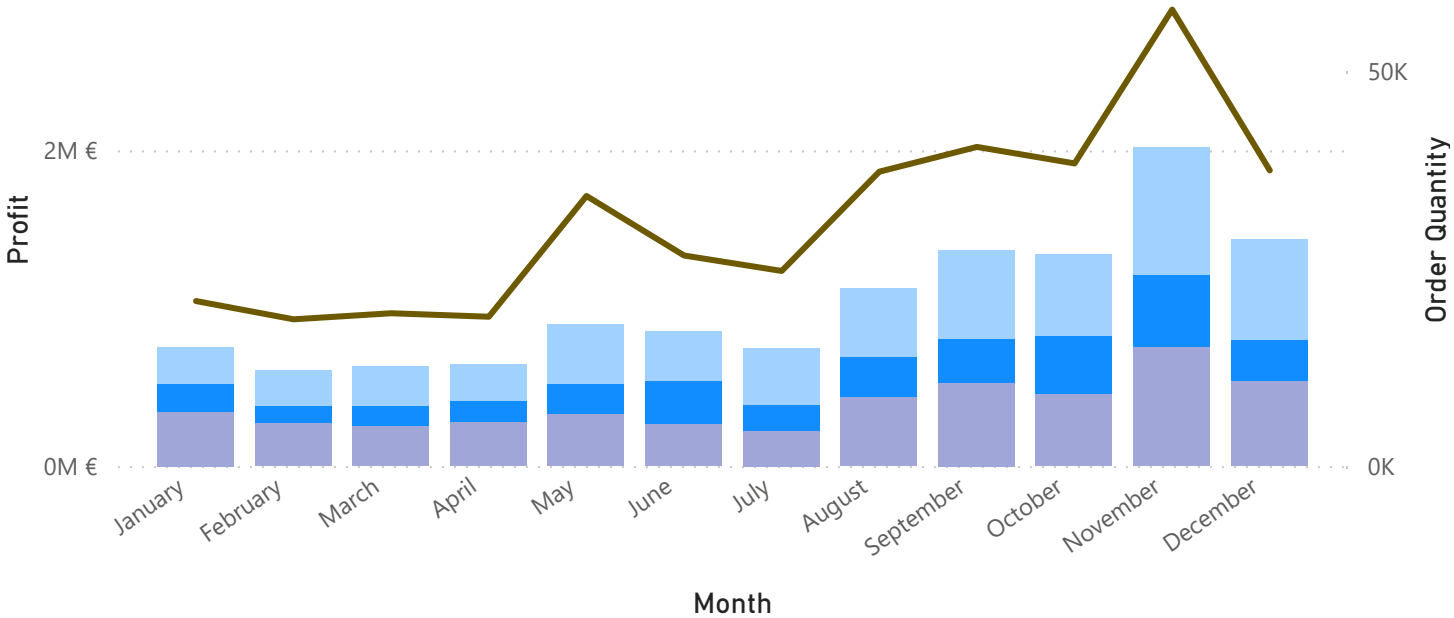
4	-526.04 €
Order Quantity	Profit

Polycom VoiceStation 100

235	-600.21 €
Order Quantity	Profit



Department Furniture Office Supplies Technology Order Quantity



Select all	Bookcases	Copiers and Fax	Office Furnishings	Pens & Art Supplies	Storage & Organization
Appliances	Chairs & Chairmats	Envelopes	Office Machines	Rubber Bands	Tables
Binders and Binder Accessories	Computer Peripherals	Labels	Paper	Scissors, Rulers and Trimmers	Telephones and Communication

Profit Performance (vs last year)

