

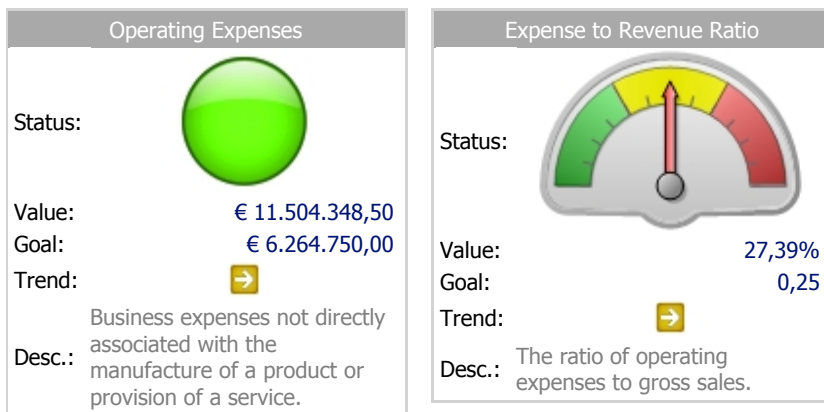
# Monthly Sales Report Details

dinsdag 26 februari 2008

This monthly reflects in great detail the results of our company. It shows our predefined KPI's, our sales results, cost analysis and insight of our profitability. This monthly is intended for internal use only and should help us to improve our operation. Detailed information regarding the most important areas will assist us in fine tuning our organisation and moticat eour sales force.

## 1. Main KPI's

KPI's



Conclusions: Main KPI's are the Operating Expenses and Expense to Revenue Ratio. We see that Operating Expenses look good for this fourth quarter. Expenses to Revenue Ration has stayed the same more or less. No dramatic need for change there.

## 2. Production Costs

Table 1 shows the production costs in more detail. Note the excessive rise in cost for bikes. Further analysis needs to be undertaken to locate the problem of this.It could relate to the problem we experienced last quarter with our facility in Denver. Strike and malfunctioning equipment lead to an increase as well.

Table 1: Costs

Product Categories	Reseller Standard Product Cost			
	CY Q1	CY Q2	CY Q3	CY Q4
Accessories	€ 1.202,78	€ 2.044,73	€ 8.658,67	€ 6.831,54
Bikes	€ 1.493.579,95	€ 1.561.102,81	€ 2.822.551,39	€ 3.199.015,37
Clothing	€ 4.098,01	€ 7.274,96	€ 43.745,73	€ 38.091,94
Components	€ 90.964,27	€ 187.317,93	€ 719.983,15	€ 559.021,14

The rise in costs in the last quarter could relate to the problem we experienced last quarter with our facility in Denver. Strike and malfunctioning equipment lead to an increase of costs as well.

Other explanations could be as valid as the above mentioned, but since there seems to be a relation, we advise to act on this assumption. If necessary we can adjust the conclusion next period.

An 10% rise in cost is worth monitoring though.

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## 3. Sales per Geography

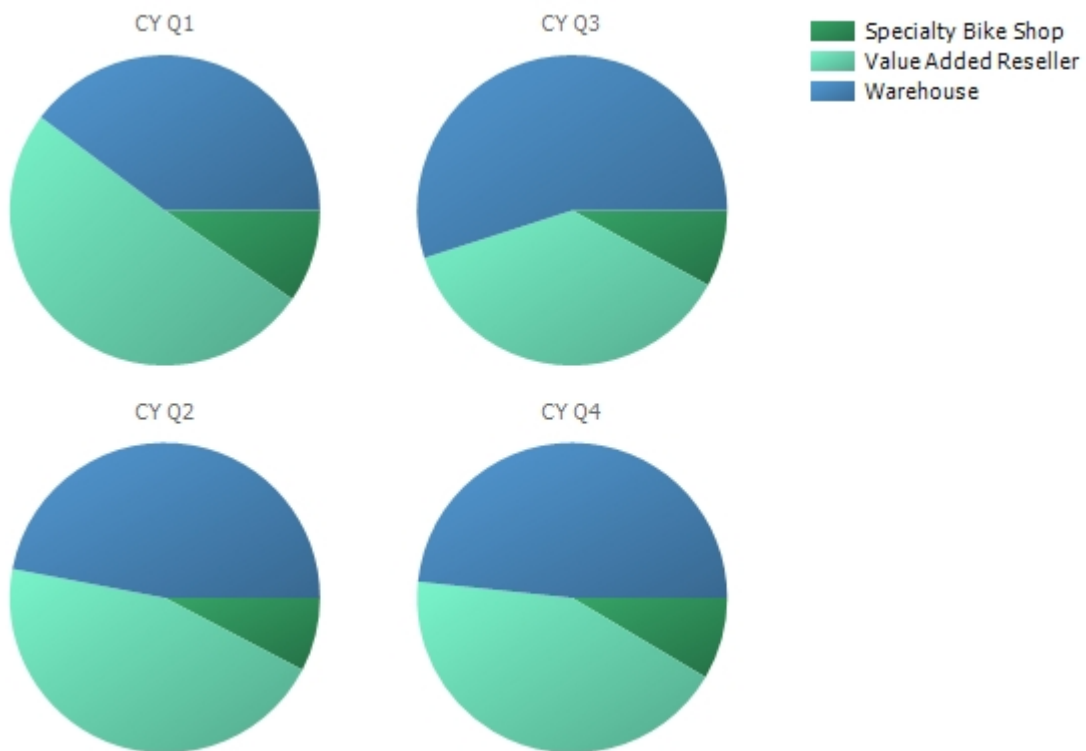
Let's take a look at the sales figures for our different product categories. For comparisons sake we always include all quarters in the year, in order to be able to detect any positive or negative trends.

Table 2: Sales

Date.Calendar Quarter of Year	Specialty Bike Shop	Value Added Reseller	Warehouse
CY Q1	€ 1.590.647,07	€ 8.316.422,51	€ 6.531.145,07
CY Q2	€ 1.519.683,42	€ 8.987.189,98	€ 9.316.228,33
CY Q3	€ 1.836.444,08	€ 8.524.131,68	€ 12.639.493,74
CY Q4	€ 1.809.391,61	€ 9.139.773,16	€ 10.240.046,33

The same figures represented graphically. It demonstrates beautifully the comeback of Value Added Resellers as opposed to the previous quarter.

Graph 1: Sales



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Specialty Bike Shops shown a small decline in the last quarter as opposed to the Value Added Resellers. Probably caused by our campaign to activate the value added resellers. The new targets they are confronted with clearly motivates our indirect channels.

Warehouse goes down dramatically. Until now, no good explanation has come forward. The marketing department should examine this issue further. Next quarter the conclusion should be presented.

## 4. Employee performance

Now let's take a look at the individual employee track record, regarding the reseller profits. Main exceptions are highlighted, both positive and negative. Linda Mitchell apparently performs outstanding the last quarter. We recommend her to be declared employee of the month.

Table 3: Employee

Employee	Reseller Gross Profit			
	CY Q1	CY Q2	CY Q3	CY Q4
Amy E. Alberts	€ 119,45-	€ 170,90-	€ 7.938,01-	€ 3.013,18
David R. Campbell	€ 32.396,72	€ 1.419,37-	€ 8.031,50-	€ 44.379,78
Garrett R. Vargas	€ 12.912,47	€ 15.530,72-	€ 22.861,56-	€ 5.509,00
Jae B. Pak	€ 49.419,41	€ 71.524,24	€ 21.836,46	€ 90.947,83
Jillian Carson	€ 39.125,71	€ 35.801,02	€ 28.354,33	€ 61.254,56
José Edvaldo. Saraiva	€ 30.678,71	€ 13.527,97-	€ 30.576,83-	€ 40.134,07
Linda C. Mitchell	€ 80.356,17	€ 59.290,05-	€ 38.241,01	€ 112.708,99
Lynn N. Tsofilias	€ 6.184,68-	€ 4.572,12-	€ 75.786,99-	€ 1.410,66-
Michael G. Blythe	€ 28.616,21	€ 930,65	€ 34.088,05	€ 58.434,50
Pamela O. Ansmann-Wolfe	€ 28.485,89	€ 28.300,30	€ 22.525,32	€ 45.804,51
Rachel B. Valdez	€ 3.745,01-	€ 7.749,57-	€ 77.492,61-	€ 6.883,57-
Ranjit R. Varkey Chudukatil	€ 7.904,70	€ 10.837,55	€ 67.282,97-	€ 10.725,46
Shu K. Ito	€ 26.983,23	€ 164.191,99-	€ 40.137,32-	€ 14.942,91
Stephen Y. Jiang	€ 716,35-	€ 68.918,48-	€ 7.466,48	€ 674,76
Syed E. Abbas	€ 5,60	€ 266,41-	€ 19.891,12-	€ 614,51-
Tete A. Mensa-Annan	€ 5.436,65-	€ 6.970,06-	€ 53.773,55-	€ 5.698,46
Tsvi Michael. Reiter	€ 47.002,88	€ 32.041,46-	€ 21.580,18	€ 74.413,76

## 5. Conclusion

We are doing well. Sales is going up. The main KPI's look good (one good, one neutral). Cost on the other hand still is matter of concern. It should be monitored in detail. Any deviation of plans should be reported immediately and without hesitation.

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Next month the results should have improved if all recommendations are followed up as intended.