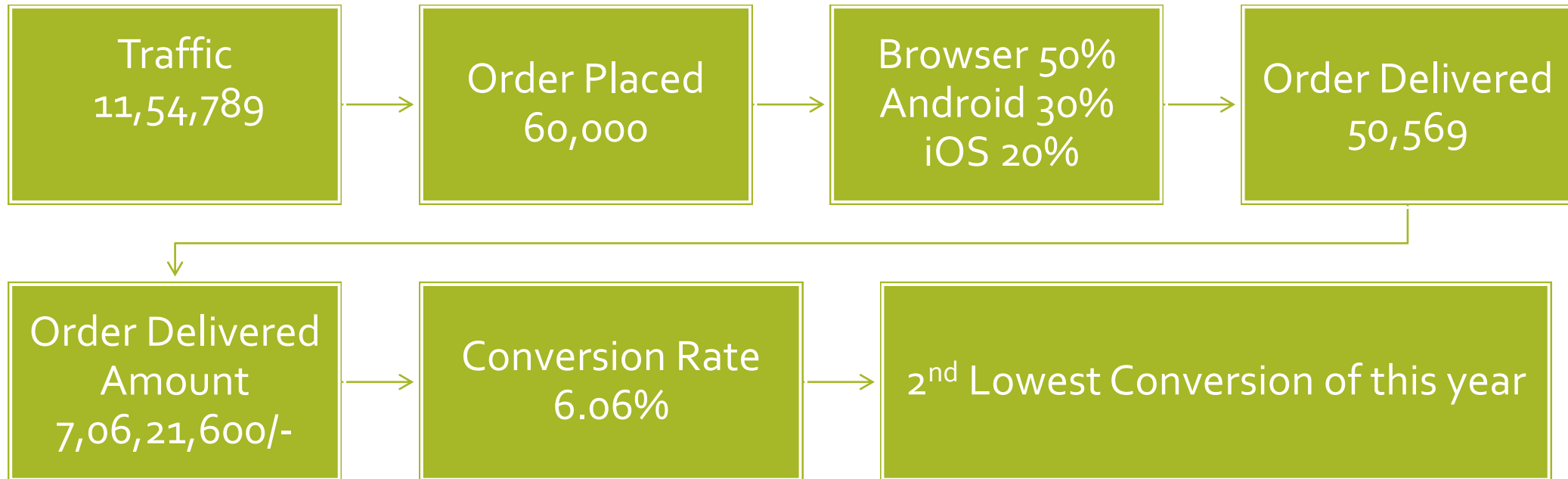


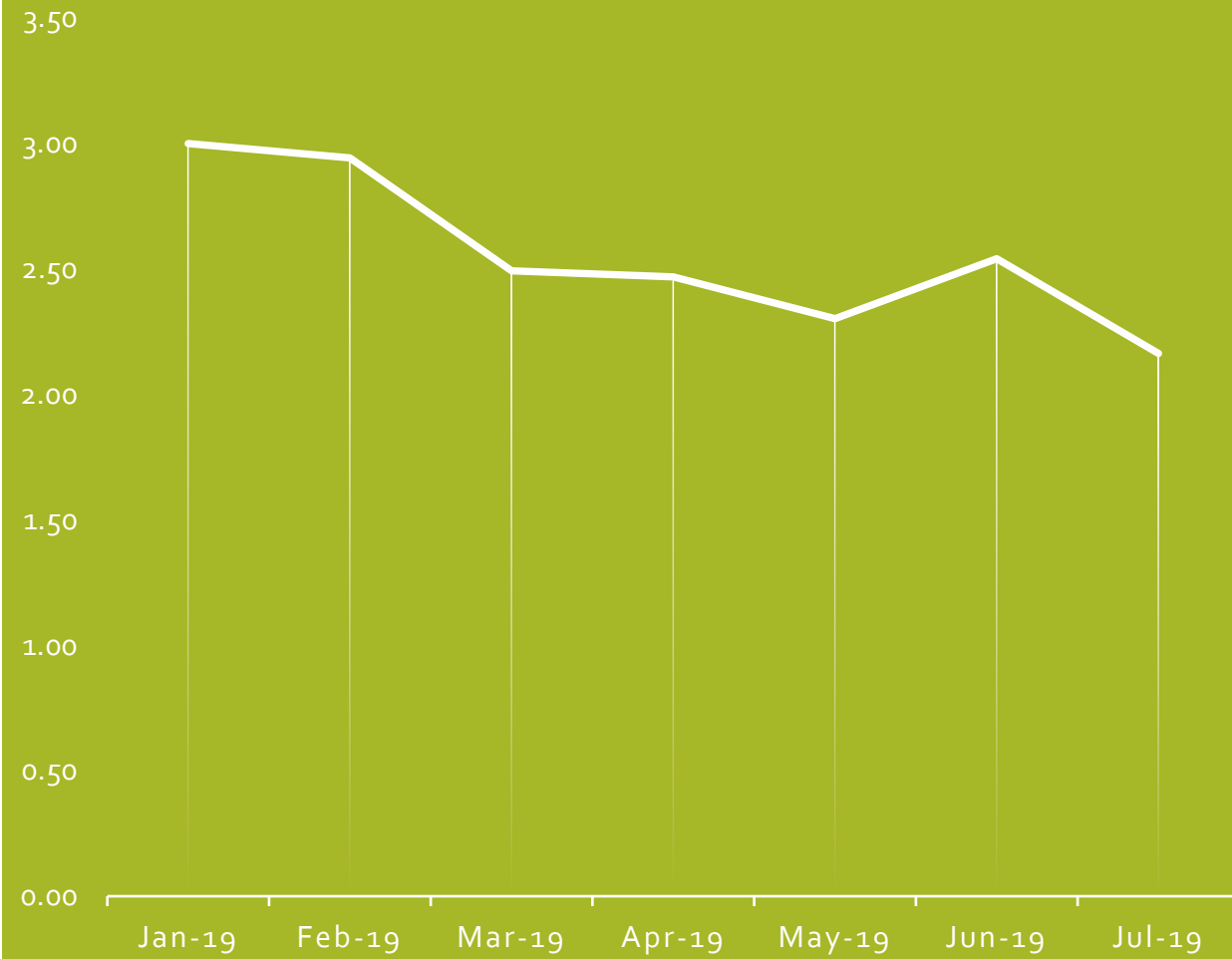


**WHAT
HAPPENED
IN JULY?**

CONVERSION



HEALTH CHECK



Customer Rating

20% Rated 5 Star,

2% decrease from Jun19 & 5% from Jan19

Retention Rate



Retention
55%
(For Last 4 Months)



Highest Retention was in
Mar19
(63%)



Quick Ratio
1.2



Highest in this Year



Marketing

Corporate Orders

Total Order
1,020

Total Amount
37,54,300/-
(5.20% of Total
Revenue)

Almost 2% increase
in Contribution to
Total Revenue
From June19

Telemarketing

Order Count
6,689

Order Amount
97,34,900/-
(20% of Total
Revenue)

6% Increase From
Jun19.

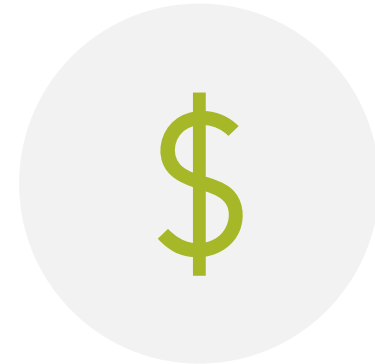
Sourcing



TOTAL NEW PRODUCT ENTRY
300
(HIGHEST IN THIS YEAR)



FULFILMENT RATE
86%
(INCREASED 10% FROM JUNE19)



VENDOR RETURN PAYMENT
RECEIVED
9,73,586/-

Missing Amount

Total Missing=24,92,701/-

```
graph TD; A[Total Missing=24,92,701/-] --> B[Perishable=10,78,985/- (45%)] --> C[Non-Perishable=14,13,516 (55%)] --> D[Decreased From Jun19 by 1.39%] --> E[Increased From Jan19 by 2.90%]
```

Perishable=10,78,985/- (45%)

Non-Perishable=14,13,516 (55%)

Decreased From Jun19 by 1.39%

Increased From Jan19 by 2.90%

Market Purchase

Market Purchase Decreased by 1.8% in July 2019

Warehouse	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Overall
Uttara	7.3%	7.2%	8.7%	8.48%	9.06%	9.31%	8.7%	8.7%
Kallayanpur	8.04%	8.41%	9.6%	12.35%	12.7%	11.72%	9.9%	10.5%
Banani	11.0%	12.4%	13.4%	13.1%	12.7%	14.2%	12.9%	13.5%
Mirpur	6.84%	8.6%	9.18%	9.31%	10.02%	9.99%	8.51%	8.9%
Rajarbagh	8.95%	8.64%	9.38%	9.9%	10.95%	10.23%	9.1%	9.0%
Dhali Bari	11.16%	11.3%	12.27%	12.3%	12.58%	13.03%	11.2%	12.0%
Hazaribagh	7.46%	8.1%	9.33%	9.1%	10.67%	9.66%	8.23%	9.6%
Rampura	8.48%	8.28%	10.09%	10.10%	10.92%	10.7%	9.30%	9.7%
Jatrabari	10.08%	8.69%	7.36%	11.8%	12.71%	9.90%	11.29%	10.4%
Grand Total	8.88%	9.27%	10.39%	11.00%	11.28%	11.29%	9.74%	10.8%

Operations

- ✓ July Per Day Per Employee Delivered Shipment=29 (Highest 33)
- ✓ Expired Product Quantity=154 (Highest in Dhali Bari-53)
- ✓ Missing Before Dispatch _Improved In July19 (0.39%) ;
June19=1.19%
- ✓ Missing After Dispatch_0.27% (Highest in Dhali Bari =0.49%)



Warehouse	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Overall
Uttara	3.7%	3.9%	3.35%	3.61%	3.68%	2.81%	3.45%	3.3%
Kallayanpur	2.93%	3.34%	3.9%	4.06%	7.56%	5.75%	3.10%	4.2%
Banani	2.33%	1.39%	2.38%	3.44%	2.3%	2.13%	4.70%	2.2%
Mirpur	3.97%	5.29%	6.77%	7.7%	6.93%	5.80%	4.57%	5.7%
Rajarbagh	4.43%	4.07%	5.51%	5.87%	5.38%	5.19%	7.3%	5.0%
Dhali Bari	1.68%	3.76%	4.43%	3.80%	3.4%	4.03%	5.42%	3.3%
Hazaribagh	4.5%	4.20%	6.0%	6.36%	8.8%	5.34%	8.33%	6.1%
Rampura	2.48%	2.84%	4.30%	5.52%	2.8%	4.81%	6.5%	4.6%
Jatrabari	3.78%	3.90%	5.87%	4.5%	3.90%	5.75%	6.63%	5.7%
Grand Total	3.15%	3.49%	4.49%	4.99%	5.26%	4.46%	5.33%	4.50%

CANCELLED SHIPMENT AFTER PICKUP

LATE DELIVERY

Warehouse	Jan-19	Feb-19	Mar-19	Apr-19	May-19	Jun-19	Jul-19	Overall Percentage
Uttara	3.06%	1.4%	2.87%	2.90%	3.37%	2.49%	3.78%	2.94%
Kallayanpur	2.26%	2.8%	3.11%	4.64%	6.14%	4.27%	2.23%	3.58%
Banani	2.97%	2.0%	2.64%	2.94%	1.71%	1.92%	7.04%	3.0%
Mirpur	3.41%	3.25%	4.4%	5.95%	3.56%	2.82%	3.83%	3.94%
Rajarbagh	2.74%	1.87%	2.9%	3.68%	3.79%	3.90%	6.7%	3.70%
Dhali Bari	3.16%	3.72%	4.7%	3.85%	3.72%	2.19%	5.3%	3.7%
Hazaribagh	3.62%	2.69%	3.82%	4.4%	6.09%	3.77%	5.4%	4.7%
Rampura	2.34%	2.59%	3.67%	5.1%	4.52%	2.68%	6.3%	4.13%
Jatrabari	1.78%	1.48%	4.96%	3.2%	1.53%	3.36%	3.48%	2.94%
Grand Total	2.99%	2.59%	3.43%	4.07%	3.95%	2.96%	5.1%	3.64%

Month-Year	Margin
Jul-19	12.8%
Jun-19	14.0%
May-19	13.9%
Apr-19	14.3%
Mar-19	14.2%
Feb-19	14.4%
Jan-19	15.3%

PROFITABILITY

Employee Condition

After July 2019,
Total Employee
770

Hire Rate
28%

Termination Rate
15%
(Logistics
Highest)

Termination is
15%
(Highest for Last 2
Months)