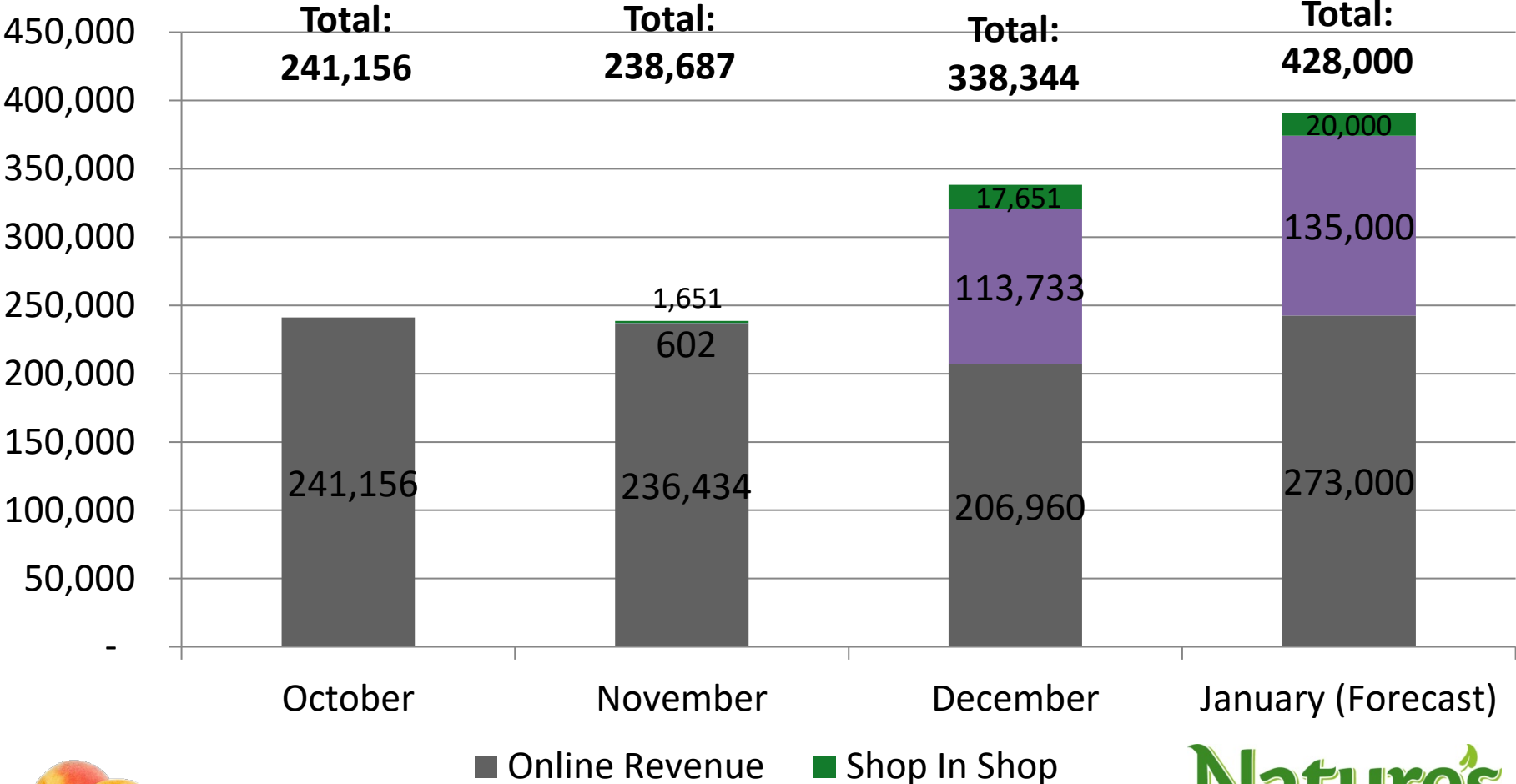


# Nature's MARKET

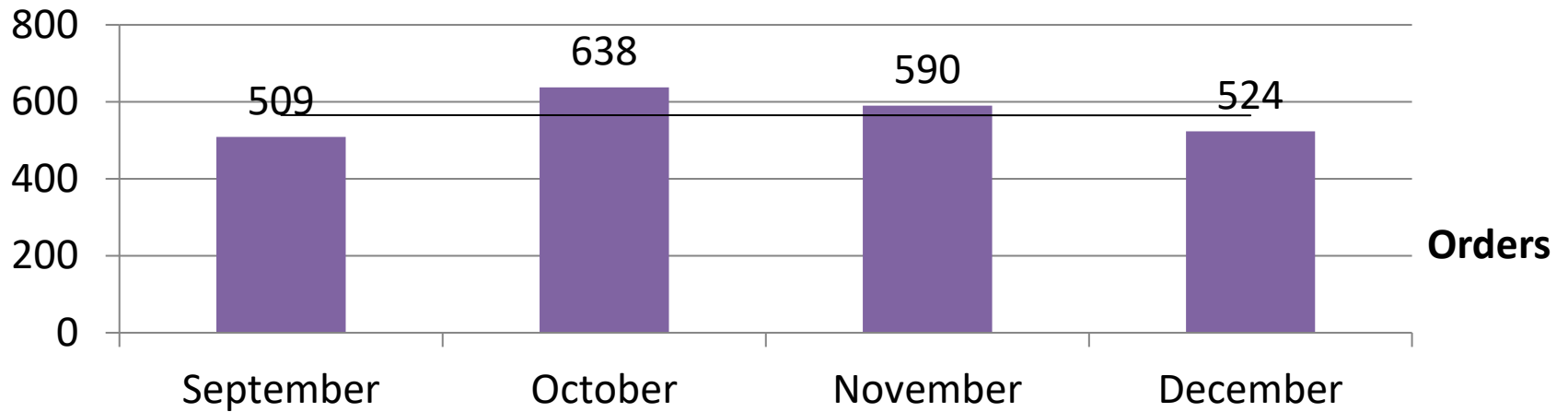
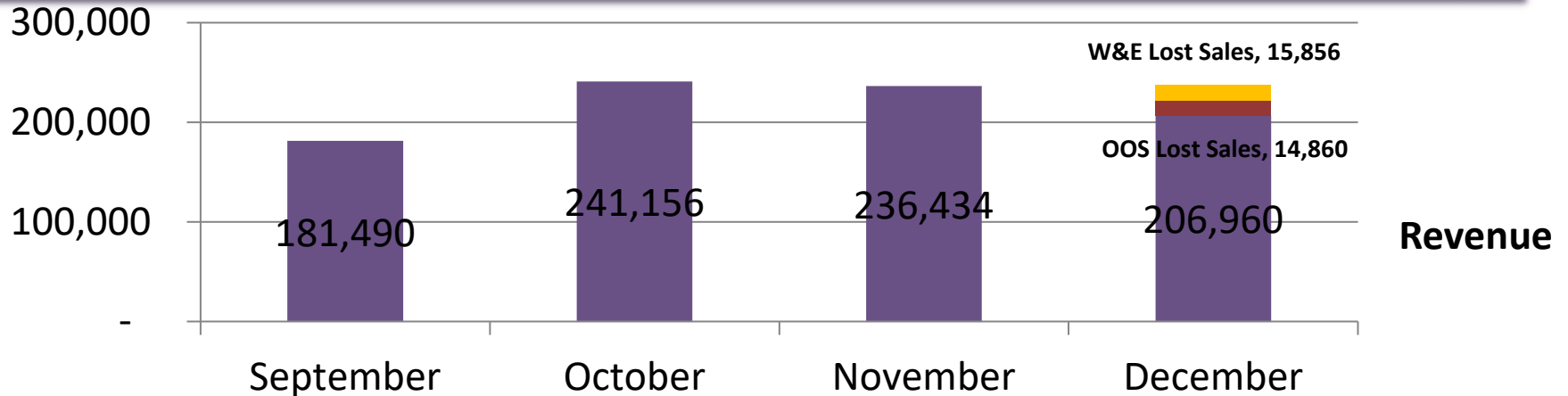
December Report 2016

Revenue

# Revenue by Location



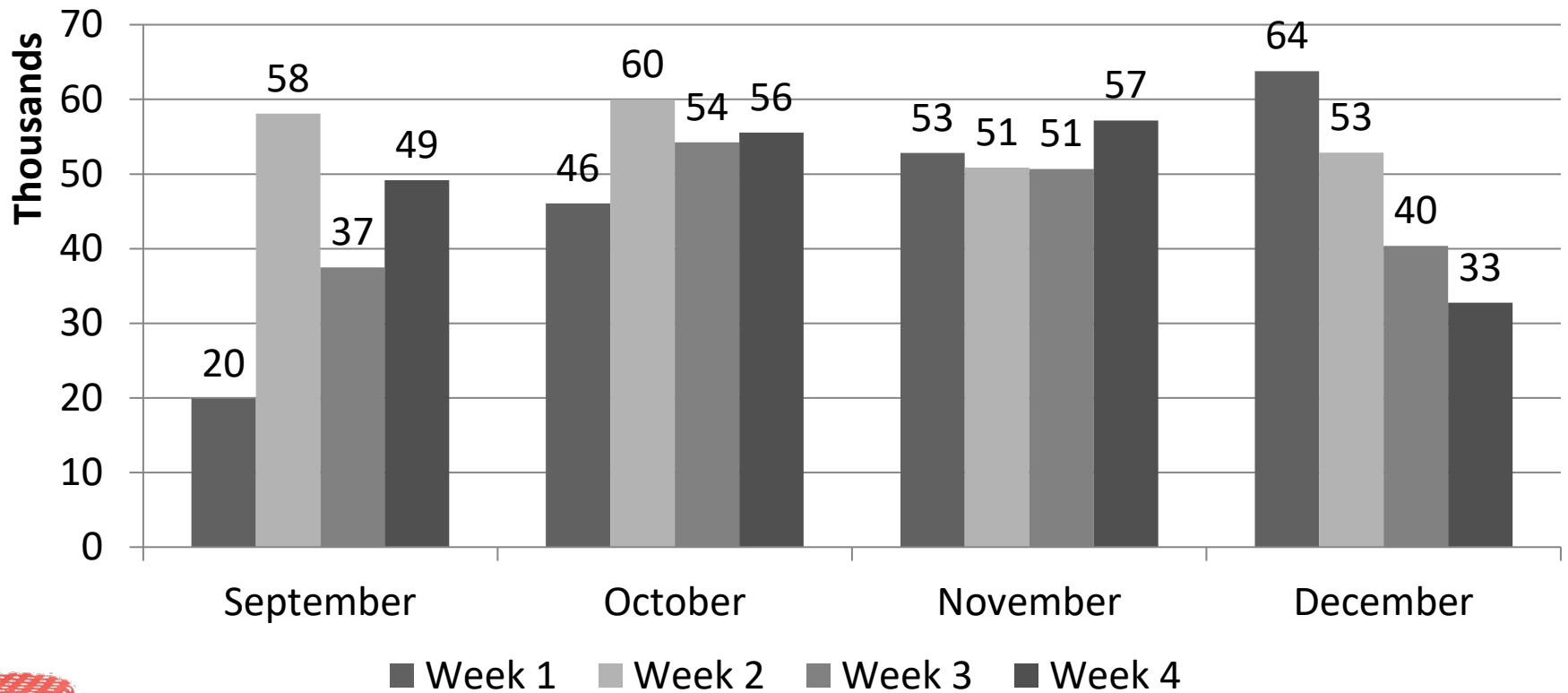
# Online Revenues



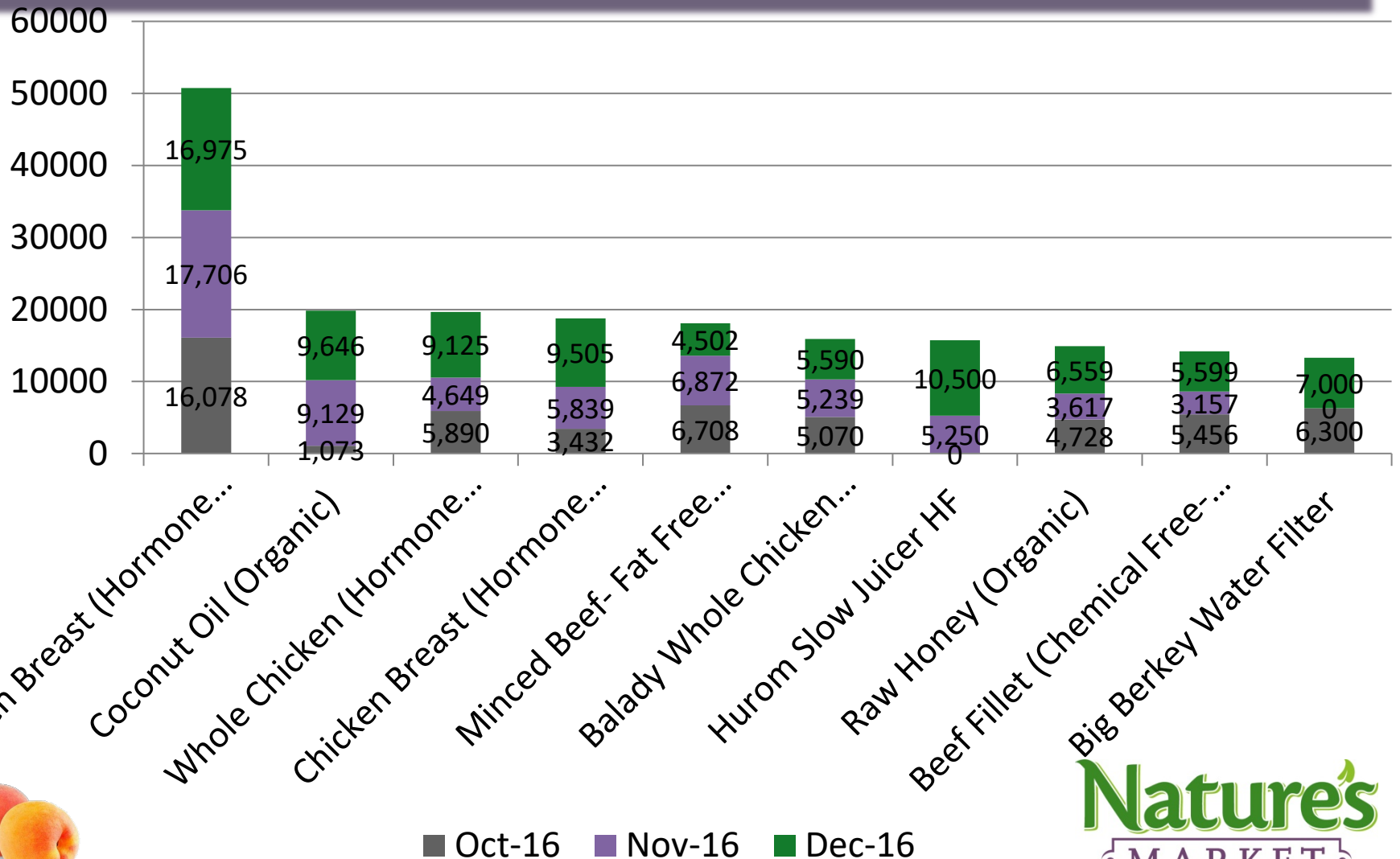
OOS Lost sales is an estimate based on average sales over the month



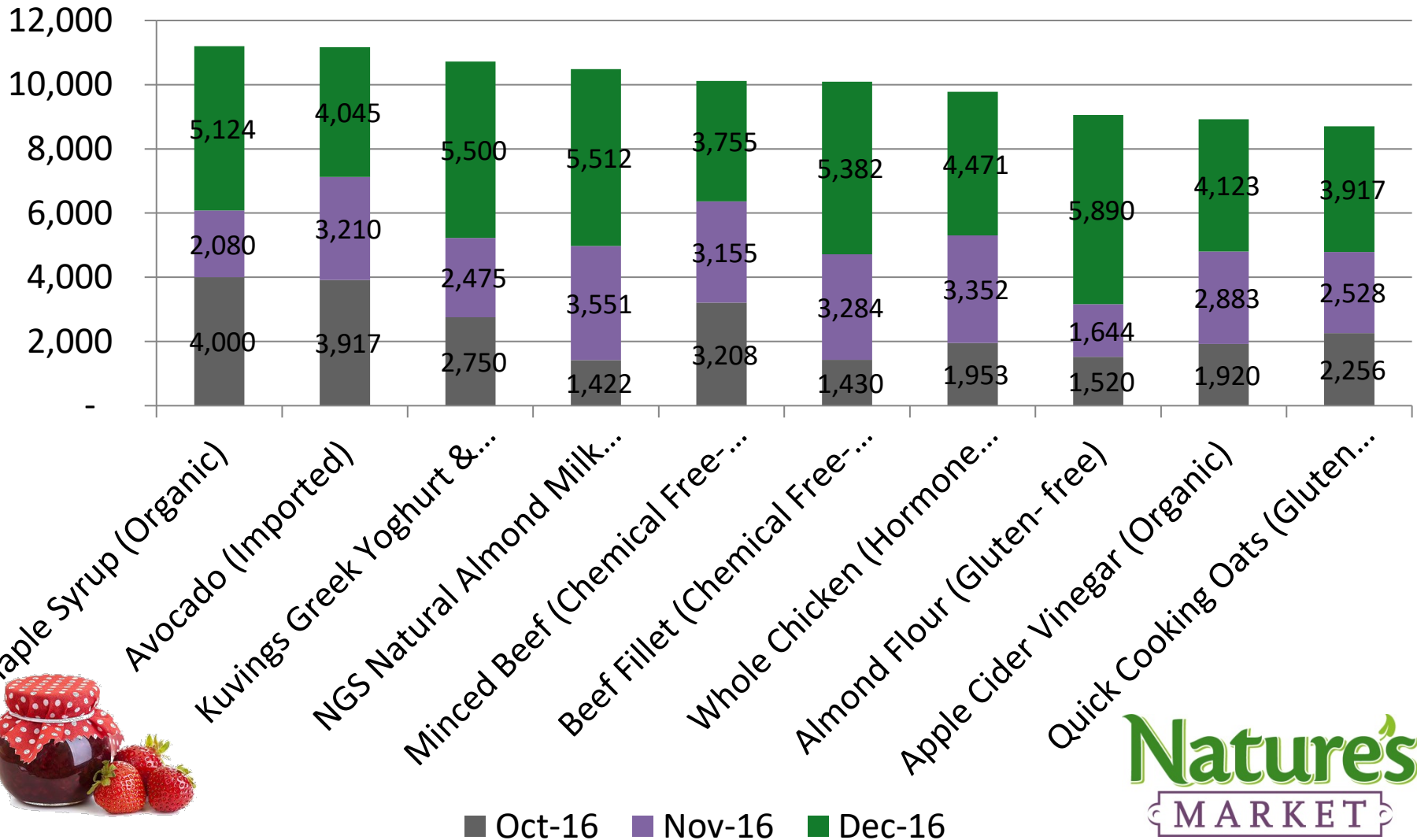
# Revenue – Weekly Trend



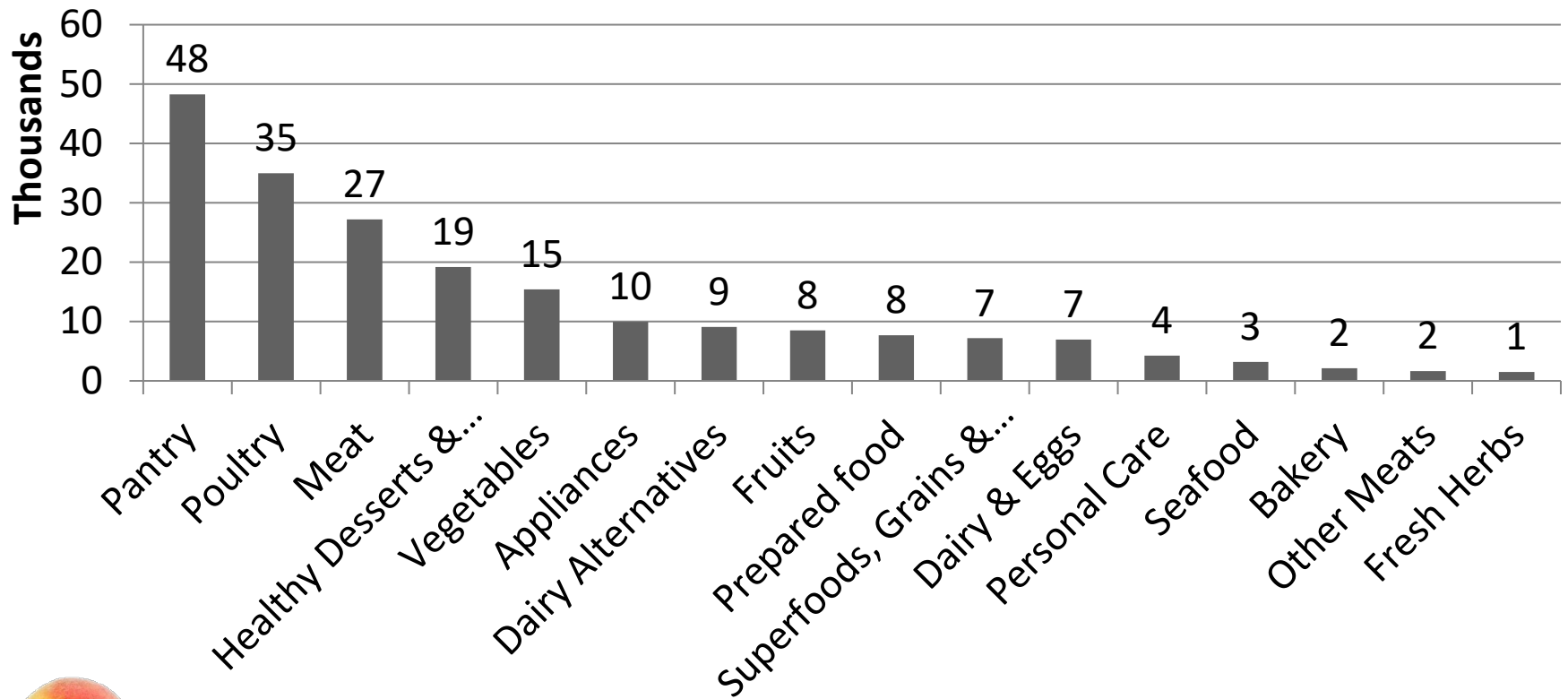
# Top Performing Products Performance



# Top Performing Products Performance – Cont.

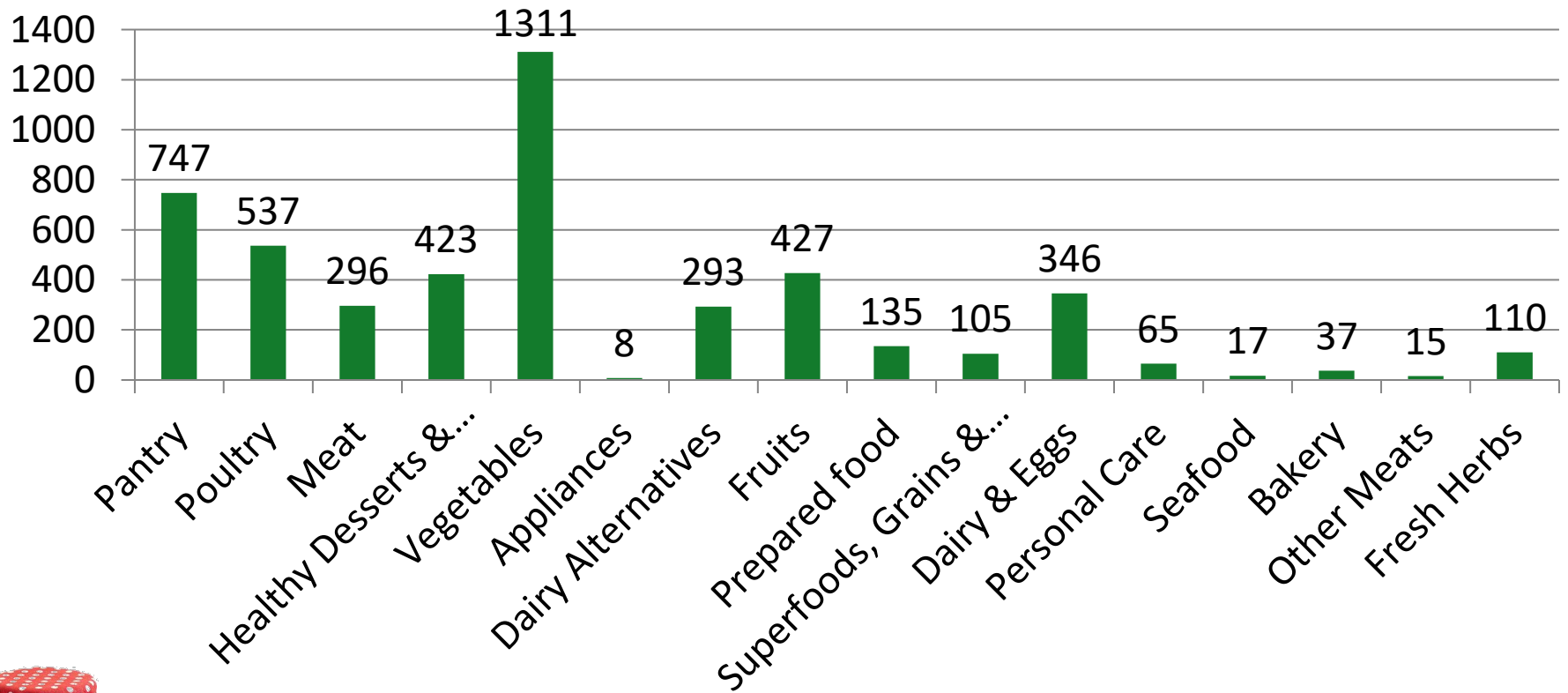


# Revenue By Category





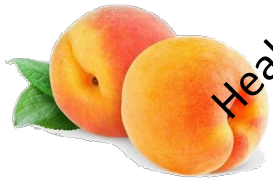
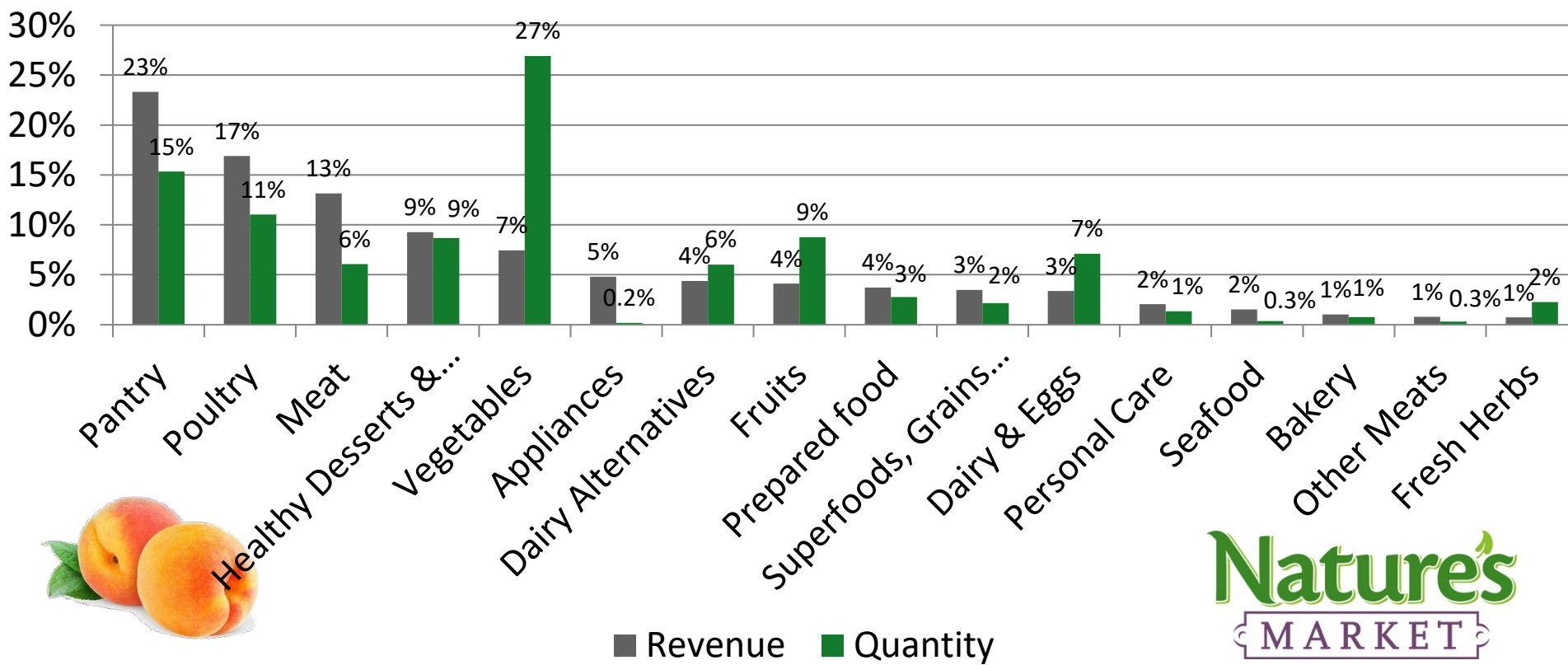
# Quantity Sold by Category



# Revenue vs. Quantity

Calculated as percentage of total revenue and total purchases

Average Unit Price

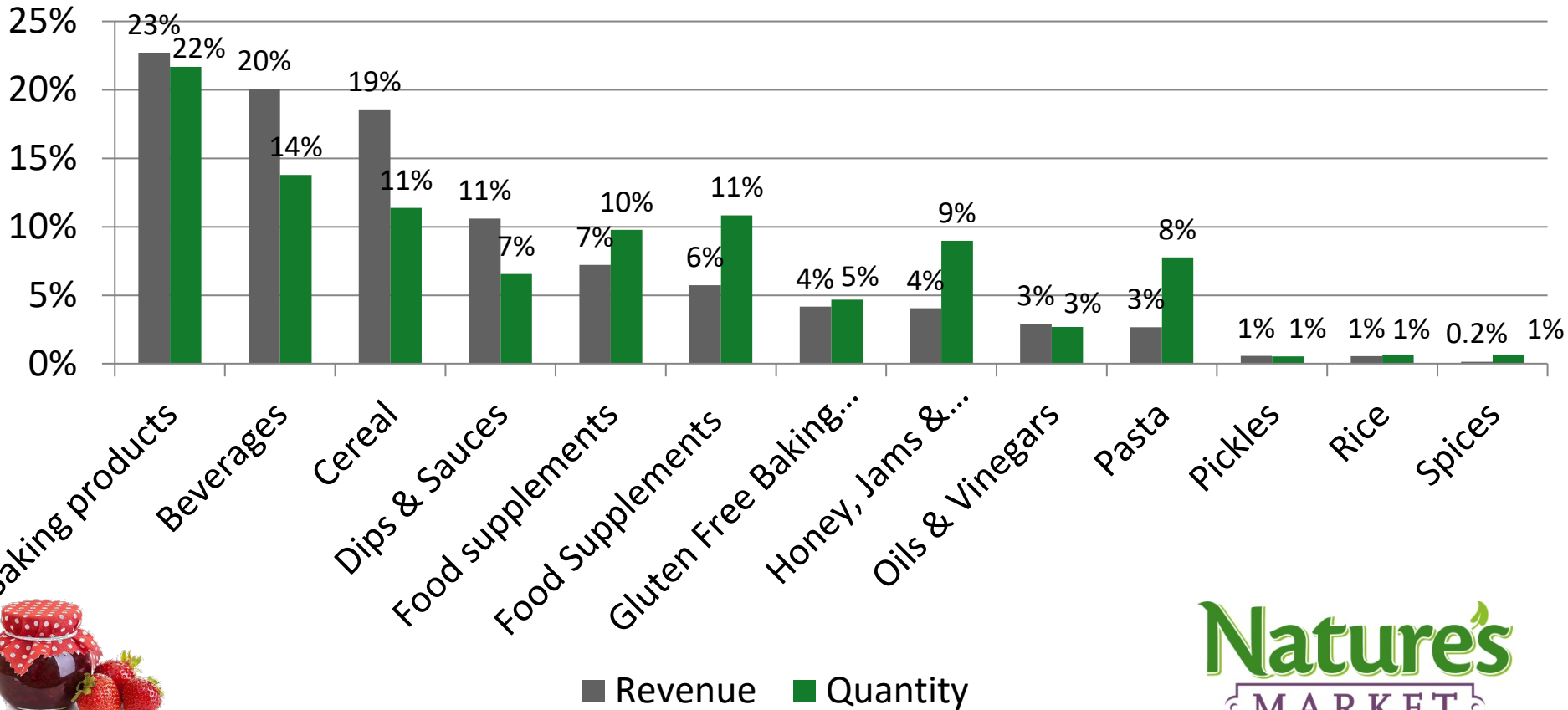


■ Revenue ■ Quantity

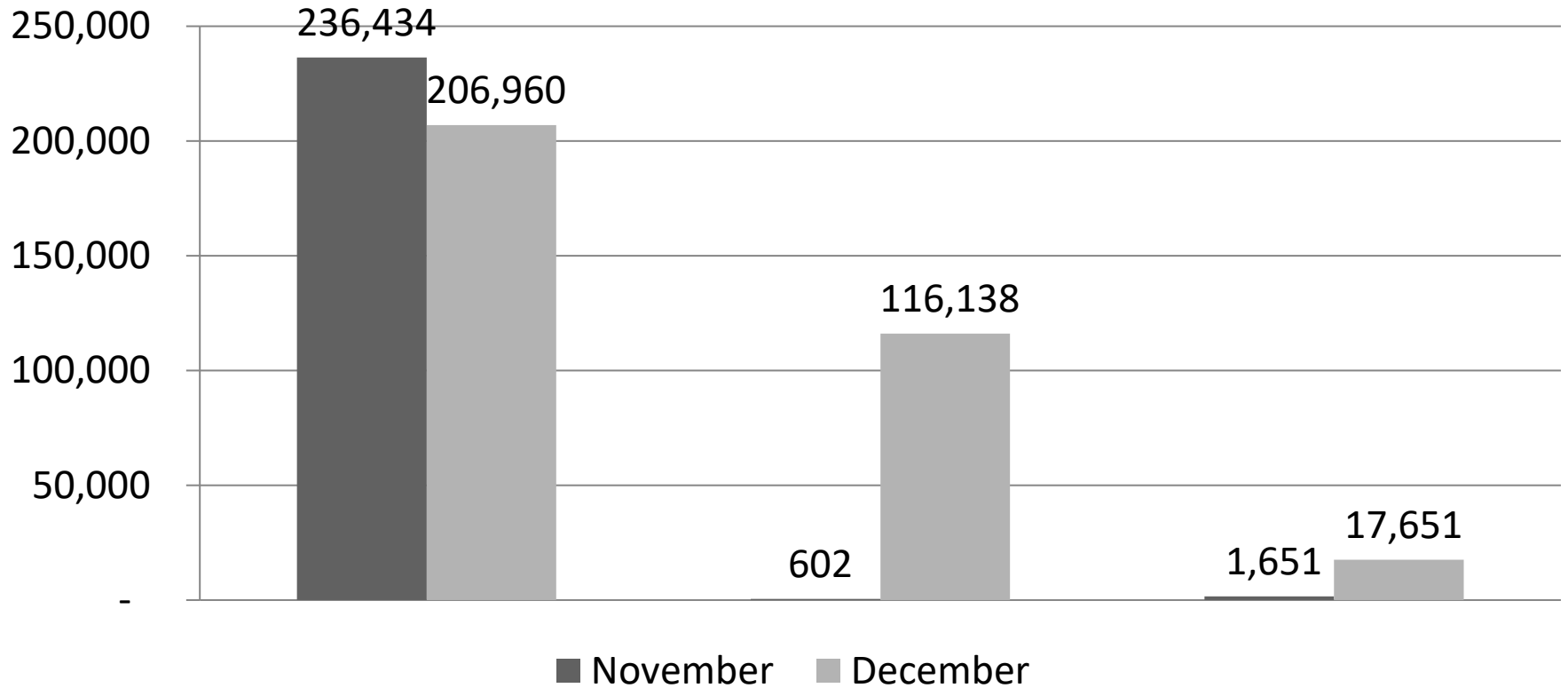
# Pantry Breakdown

Average Unit Price

68 94 105 104 48 34 58 29 70 22 68 53 15



# Revenue by Location



Total Sales in all locations this month: 340,749

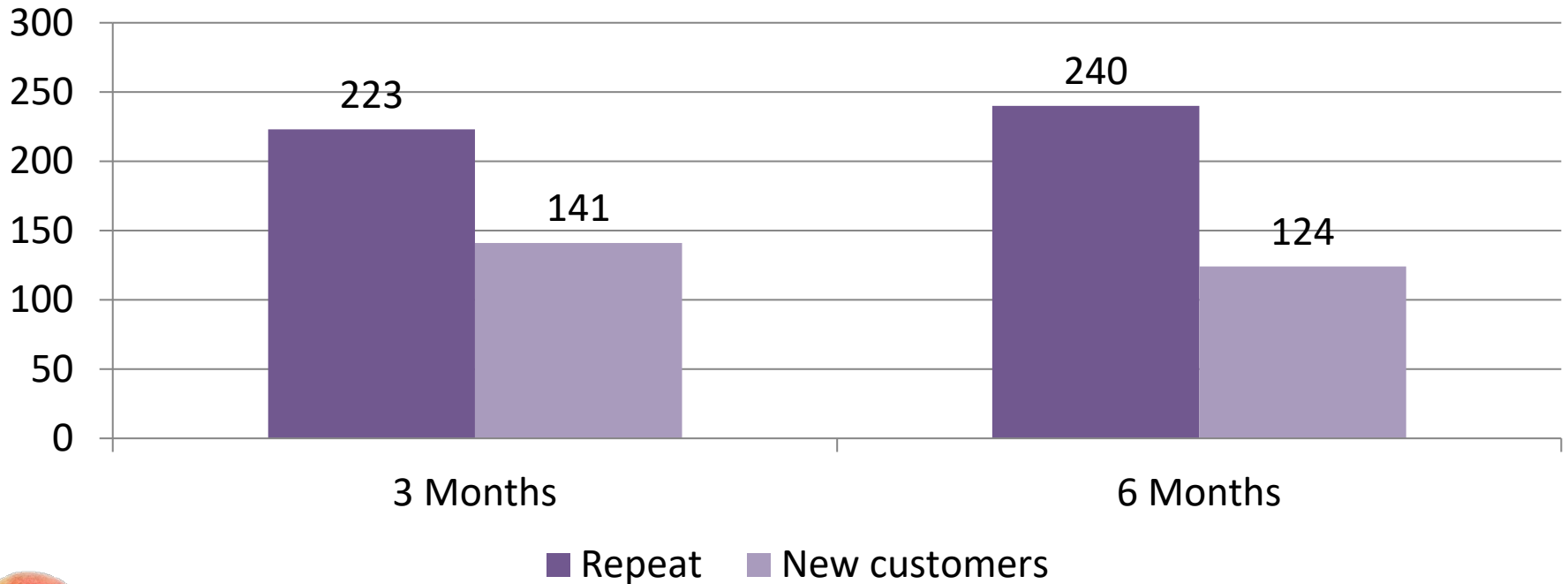


Customers

# Retention Rate

**3 Month Basis**  
**61% Retention Rate**

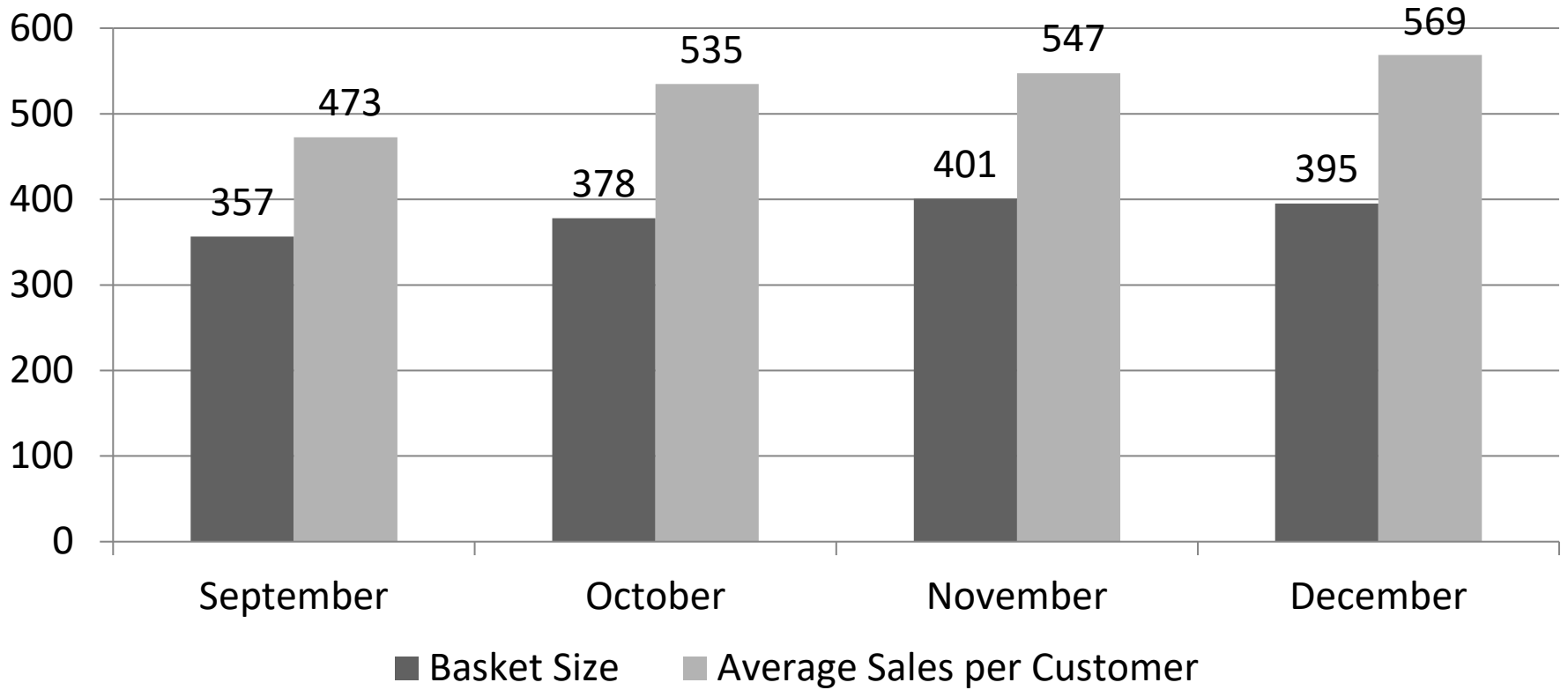
**6 Month Basis**  
**66% Retention Rate**



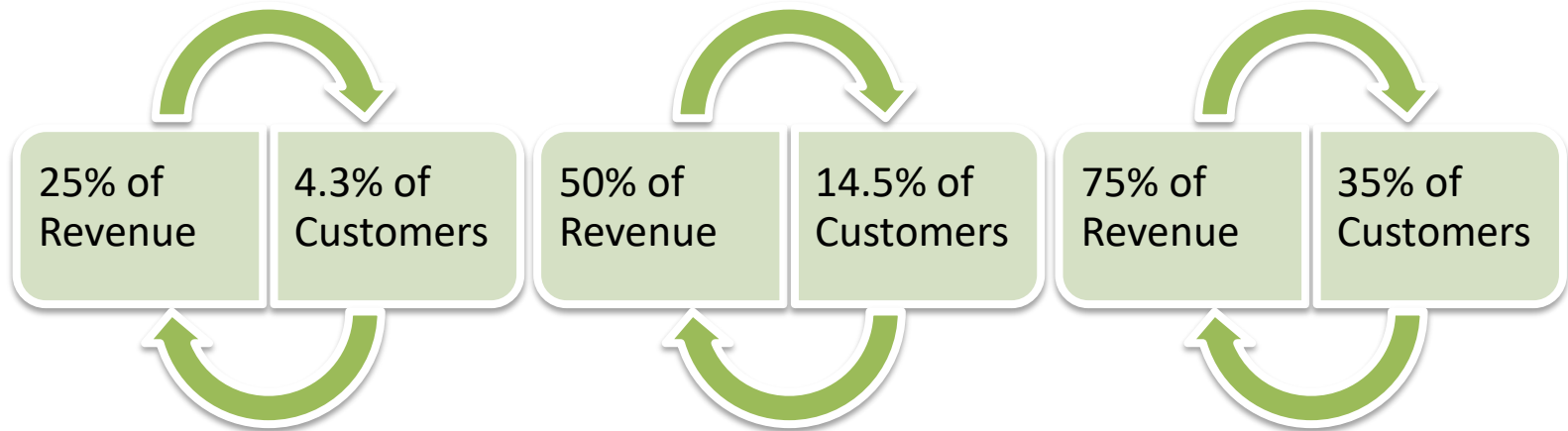
Repeat Customers are based on duplicate emails of those who placed an order this month compared to those of 3 and 6 Months



# Basket Size



# Revenue to Customer Analysis



**Top 20 Customers Contribute to 28% of this Month's Sales**

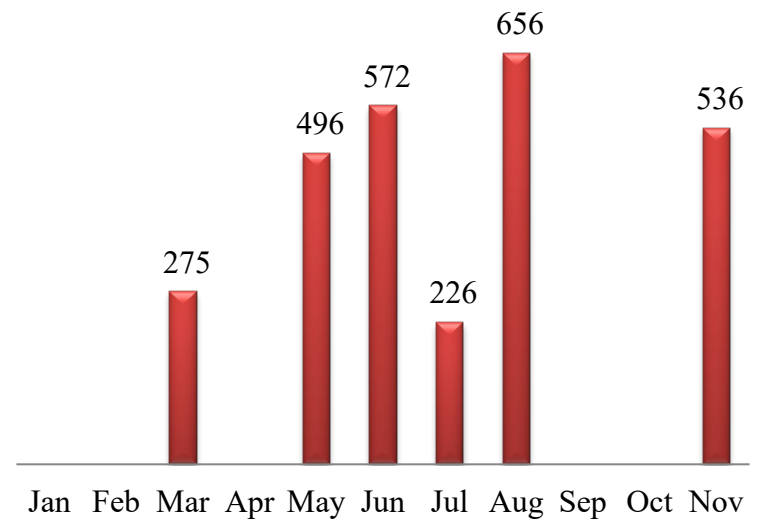
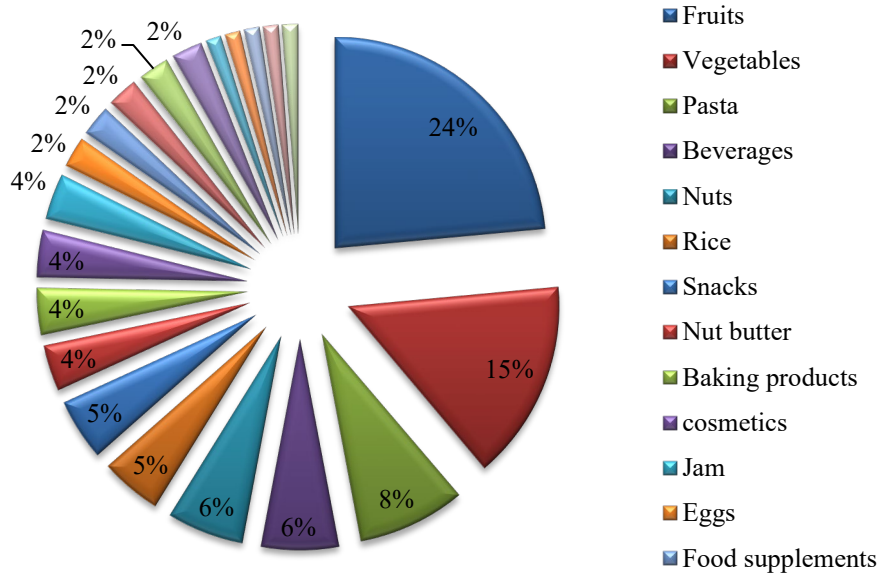
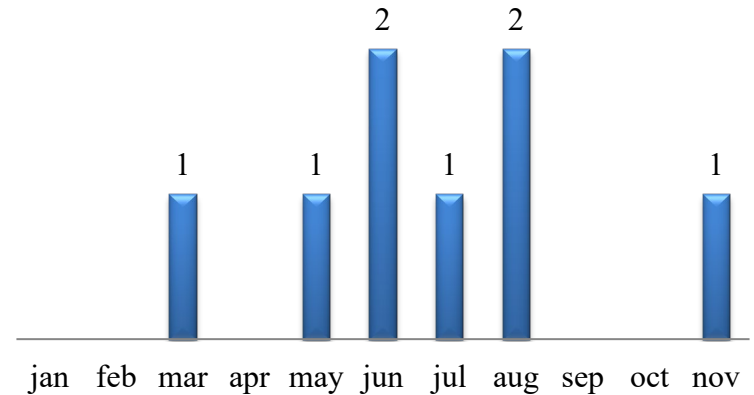




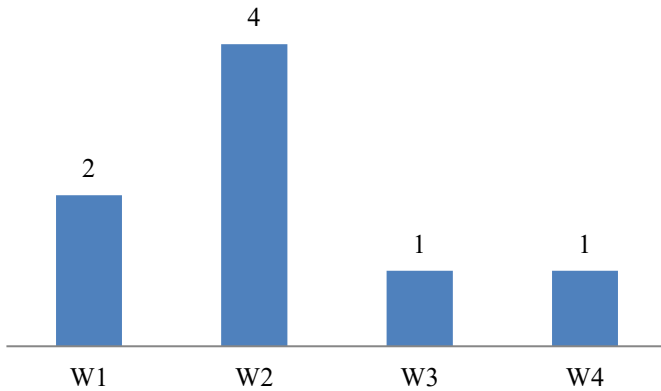
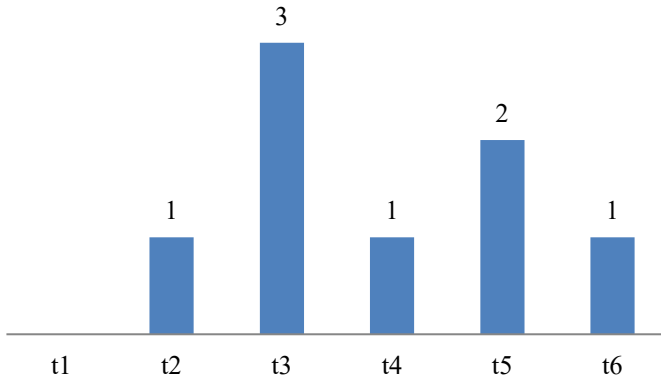
# Customer profile 1

Name	Client 1
Gender	M
Location	xxx
Total sales	2,761
No. of orders	8
Avg. Basket size	345

No. of orders



# Orders time and week



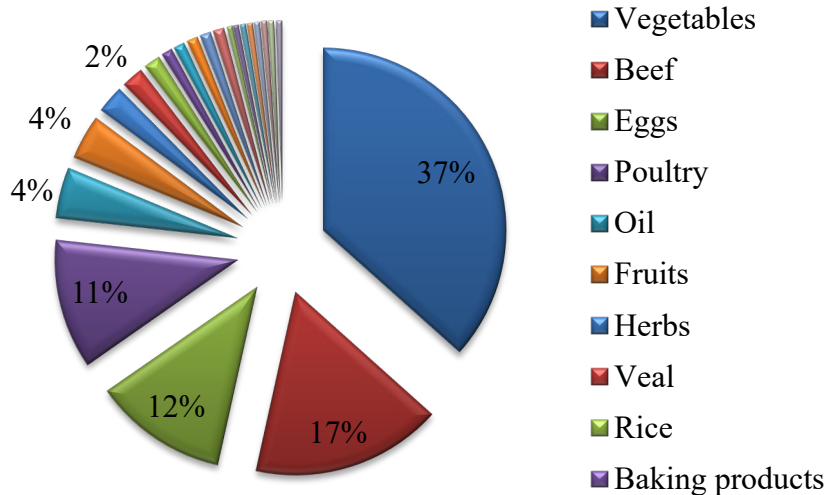
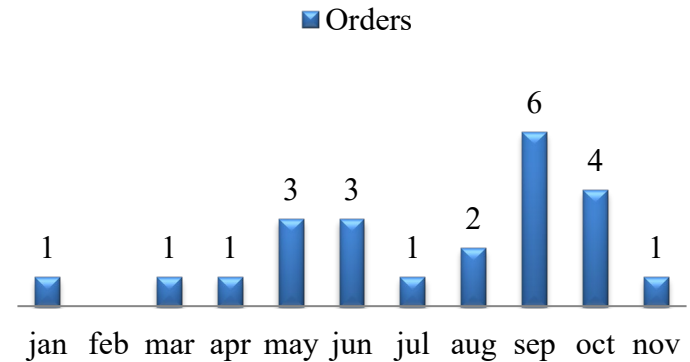
Time range	
<b>T1</b>	6 am – 8 am
<b>T2</b>	9 am – 11 am
<b>T3</b>	12 pm – 2 pm
<b>T4</b>	3 pm – 5 pm
<b>T5</b>	6 pm – 8 pm
<b>T6</b>	9 pm – 11 pm
<b>T 7</b>	12 am – 5 am

days	
<b>W1</b>	1 – 7
<b>W2</b>	8 – 15
<b>W3</b>	16 – 22
<b>W4</b>	23 – 31

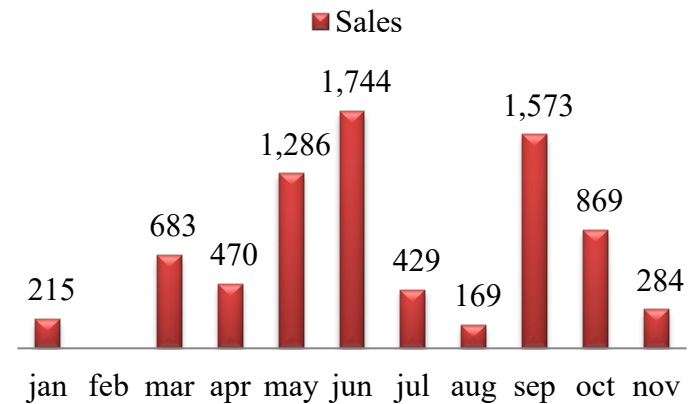
# Customer profile 2

Name	Client 2
Gender	F
Location	Heliopolis
Total sales	7,722
No. of orders	23
Avg. Basket size	336

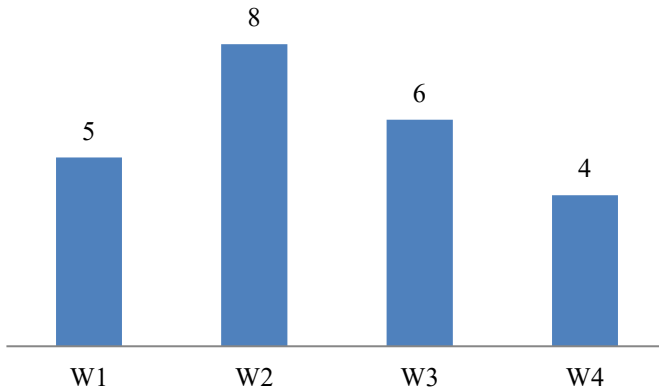
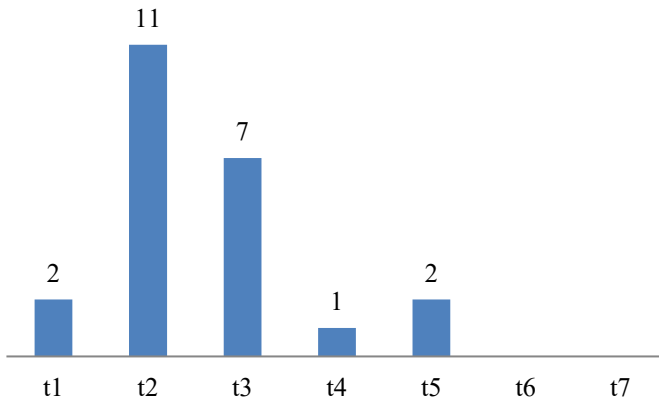
## Orders



## Sales



# Orders time and week



	Time range
<b>T1</b>	6 am – 8 am
<b>T2</b>	9 am – 11 am
<b>T3</b>	12 pm – 2 pm
<b>T4</b>	3 pm – 5 pm
<b>T5</b>	6 pm – 8 pm
<b>T6</b>	9 pm – 11 pm
<b>T7</b>	12 am – 5 am

	days
<b>W1</b>	1 – 7
<b>W2</b>	8 – 15
<b>W3</b>	16 – 22
<b>W4</b>	23 – 31

# Products



# Top Performing Products

## Butchery



15%

Beef Fillet (Chemical Free-Frozen)



13%

Minced Beef – No Fat (Chemical Free- Frozen)



8%

Minced Beef (Chemical Free-Frozen)

## Poultry



33%

Chicken Breast (Hormone Free-Frozen)



19%

Whole Chicken (Hormone Free- Frozen)



12%

Balady Whole Chicken (chemical free)

## Fresh Vegetables



11%

Sweet Potatoes (Chemical Free)



8%

Kale (Chemical Free)



7%

Baby Spinach (Chemical Free)



Revenue of Product from its Category – In %

# Top Performing Products

## Fresh Fruit



23%

Avocado (Imported)



10%

Pomegranate



9%

Bananas (Organic)

## Fresh Herbs



12%

Parsley (Chemical Free)



7%

Mint



6%

Coriander (Chemical Free)

## Bakery



84%

Buns (Gluten Free)



13%

Multigrain Bread



2%

Sovital mix bread



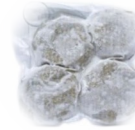
# Top Performing Products

## Prepared Food



17%

Vegan Pizza



9%

Vegan Burger Patties (Gluten Free)



8%

Tempeh Balls in Tomato Sauce ( frozen)

## Super foods, Grains & Seeds



10%

Raw sunflower seed (shelled)



8%

Pumpkin Seeds- Hulled



7%

White Quinoa (Organic and  
Gluten-free)

## Dairy Alternative



35%

NGS Natural Almond Milk  
(Frozen - 33% Raw Almonds)



22%

Peanut Butter (Natural)



11%

Soy Milk (Organic)- Unsweetened





# Top Performing Products

## Healthy Desserts & Snacks



9%

Raw Almonds



8%

Chocolate - Ice Cream  
(Vegan, Dairy-free & Gluten-free)



5%

Raw Pecan

## Personal Care



7%

Carrot Seeds Oil



7%

Oregano Oil



5%

lavender French Oil

## Appliances



70%

Big Berkey Water Filter



18%

Go Berkey Water Filter



3%

CamelBak Eddy Water Bottle (Navy)



# Top Performing Products

## Pantry



12%

Coconut Oil (Organic)



8%

Raw Honey (Organic)



7%

Maple syrup (organic)

## Dairy & Eggs



31%

Full Cream Milk (Chemical Free & Free Range)



28%

Balady Eggs (Organic)



11%

Semi Skimmed Milk (Chemical Free & Free Range)

## Seafood



60%

Salmon Whole Fillet (Frozen)



19%

Smoked Salmon Sliced (Frozen)



12%

Smoked Salmon Whole Fillet (Frozen)



# Top Performing Products

Other Meats

Image  
Coming  
Soon

Rabbit (Chemical Free)

35%

Image  
Coming  
Soon

Pigeons (Chemical Free)

24%



Duck (Chemical Free)

22%



**Nature's**  
MARKET

# New Products

**59** New Products were introduced this month

**13** Suppliers contributed to the 59 new products

**3** Of which are new suppliers

**59** Of the products began selling in November

**6%** Of this months revenue comes from the sales of new products



Thank you