

EXAMPLES OF SALES REPORTS, Kontti recycling department store chain of the Finnish Red Cross

Total sales, all Kontti units, October 2004

	€								
Unit									
Kuopio	2862	9599	10052	9236	31749	19389	87 %	230000	
No. of customers	476	1447	1675	1463	5061				
Oulu	2414	4645	5162	5376	17597	20200	10 %	210000	
No. of customers	289	859	819	976	2943				
Pietarsaari	850	3016	2334	2776	8976	15000	-17 %	170000	
No. of customers	180	507	463	566	1716				
Pori	2560	7753	8624	7586	26523	23000	38 %	240000	
No. of customers	250	707	800	757	2514				
Rovaniemi	2238	5916	5826	6935	20915	17320	43 %	180000	
No. of customers	235	662	638	729	2264				
TOTAL	10924	30929	31998	31909	105760	94909	34 %	1030000	

Monthly sales by product group, all units, the best result in bold letters, October 2004

Sales comparison by product group																		
	91	92	93	94	95	96	97	98	99	100	102	105	107	110				
Unit	Women's clothes bags	Men's clothes	Children's clothes	Home textiles	Kitchenware household items	Sports goods	Books	Young people's clothes	Shoes	Childcare items	Other	Small appliances	Furniture	FRC prod.	Bags	TOTAL	No. of customers	Aver. purchase
Kuopio	9592,05	3198,65	3630,25	3870,50	3860,70	2325,30	2144,60	1213,70	2084,35	505,60	270,20	472,30	7096,80		68,90	40 333,90	6 519	6,19
Oulu	4500,65	1692,52	2077,56	3219,39	2418,30	2225,80	969,05	1481,00	1131,70	409,30	110,20	278,60	1803,50	19,95	55,65	22 393,17	3 787	5,91
Pori	6648,15	5026,90	2331,30	4257,70	2150,25	421,55	794,55	440,40	1269,90	700,20	222,45	855,85	9384,95	11,00		34 515,15	3 208	10,76
P:saari	2397,10	1334,80	898,90	920,25	676,90	1050,40	925,90	578,10	661,90	224,00	36,35	297,05	1357,10			11 358,75	2 194	5,18
R:niemi	4056,45	1888,60	2494,50	3640,00	2668,55	4710,50	917,15	1188,50	1171,60	862,00	72,10	763,80	3378,10	10,00	21,90	27 843,75	2 995	9,30
																0,00		
Total/m	27194,40	13141,47	11432,51	15907,84	11774,70	10733,55	5751,25	4901,70	6319,45	2701,10	711,30	2667,60	23020,45	40,95	146,45	136 444,72	18 703	7,30
Prev. yr	43 249,57	18 214,90		15 058,95	10 570,77	6 356,45	5 193,90				1 424,85	2 219,15	21 403,66	724,00	1963,45	146 747,88	20 541	7,14
Change%	-37,12	-27,85		5,64	11,39	68,86	10,73				-50,08	20,21	7,55	-94,34	-92,54	-7,02	-8,95	2,12
Share of sales	19,9 %	9,6 %	8,4 %	11,7 %	8,6 %	7,9 %	4,2 %	3,6 %	4,6 %	2,0 %	0,5 %	2,0 %	16,9 %	0,0 %	0,1 %			

