

GPT-4 Sales Report  
**Watch Co, PL vs AC**  
Prepared: 27 March 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "\_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

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## **Market and Sales Overview**

Watch Co has experienced a significant surge in sales, particularly in men's watches and online, with steel-gold materials and chronograph watches leading the charge. Despite the popularity, chronographs have raised profitability concerns. The company's strategic expansion into digital, gender-neutral, and luxury segments, as well as successful market entries in Belgium, Switzerland, and Turkey, have been key growth drivers. However, challenges in pricing strategies are impacting profitability, indicating a need for refinement to sustain growth.

## **Customer and Product Insights**

The company's thriving online sales, especially in Belgium and niche markets, underscore the potential of unique materials and the Unisex Line. Targeting collectors and new customers has proven beneficial for gross margins, highlighting the importance of focusing on these segments. Despite the demand for chronograph watches, there's an opportunity to pivot towards more profitable materials like bronze and to emphasize high-margin watch complications. The analysis suggests a strategic overhaul for underperforming brands and leveraging the website's strong market presence for growth.

## **Strategic Opportunities and Challenges**

Data insights reveal strategic opportunities in optimizing the product mix to include profitable and popular categories like Moon Phases, alongside a focus on high-margin materials and sales channels. The need for a strategic overhaul for certain brands is evident, with Magrette's success contrasting with others' struggles. Market trends indicate a shift towards steel-gold, ceramic products, and a rising demand for smartwatches, necessitating adjustments in cost management and market positioning to enhance growth and profitability.

## **Market Trends and Future Directions**

The company's sales have grown by 5.3%, with notable performances across sales channels and markets like Switzerland, Mexico, and Argentina. This growth, coupled with changing consumer preferences towards steel-gold, ceramic products, and smartwatches, underscores the importance of continued investment in marketing and strategic adjustments. To maintain momentum, Watch Co must balance the acquisition of new customers with the value of repeat buyers, enhance its online presence, and target niche markets and materials effectively.

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**At a glance:** Watch Co has seen a surge in sales, especially in men's watches and online, with steel-gold materials and chronograph watches being customer favorites, despite profitability concerns for the latter. The company's expansion into digital, gender-neutral, and luxury markets, alongside successful entry into Belgium, Switzerland, and Turkey, has fueled growth, although it faces challenges with pricing strategies affecting profitability. To sustain momentum, Watch Co needs to refine its pricing approaches and continue adapting to consumer trends, leveraging its strong product mix and market expansions. Pages 8 to 15.

**Sales breakdown:** Watch Co's thriving online sales, especially in Belgium and niche markets, highlight the potential for expanding in unique materials and areas, with steel-gold and the Unisex Line leading in popularity and profitability. Collectors and new customers are key to driving gross margin, suggesting a focus on these segments could be beneficial, alongside leveraging the demand for chronograph watches and innovative features. To sustain growth, the company should enhance its online presence, target niche markets and materials, and balance the acquisition of new customers with the value of repeat buyers. Pages 17 to 33.

**Data insights:** Watch Co's analysis highlights a strategic opportunity to pivot towards more profitable materials like bronze, despite the popularity of steel-gold watches, and suggests focusing on high-margin watch complications and underexploited sales channels like the website for growth. The company's sales data also reveals the need for a strategic overhaul for underperforming brands such as Ward, Auriol, and Marvin, while emphasizing the success of Magrette. By leveraging the website's strong market presence, especially in key countries, and optimizing the product mix to include profitable and popular categories like Moon Phases, Watch Co can enhance its profitability and market position. Pages 35 to 44.

**Trends:** The company's sales have grown healthily, with a 5.3% increase in sales growth rate and a notable performance in sales channels, suggesting effective marketing and the need for continued investment in these areas. Market trends show booming sales in Switzerland, Mexico, and Argentina, a shift towards steel-gold and ceramic products, and a significant rise in smartwatch demand, indicating changing consumer preferences. However, disparities among brands like Magrette's success versus Pelton's struggles highlight the need for strategic adjustments, including cost management and market repositioning to boost growth and profitability. Pages 46 to 53.

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Watch Co's sales report highlights a period of significant growth and challenges that offer insights into customer preferences, product performance, and market trends. The company has experienced a surge in sales, particularly in men's watches and through its online platform, indicating the success of its digital marketing strategies and the growing appeal of its product offerings. Chronograph watches and steel-gold materials have emerged as customer favorites, with Magrette leading in brand popularity (p.9). However, despite strong sales, there are concerns regarding the profitability of chronographs due to potential pricing or cost issues, suggesting a need for a closer examination of pricing strategies (p.10).

The company's gross margin data reveals that new customers have significantly contributed to profits, with men's watches and online sales leading in profitability. This aligns with the sales insights, confirming the effectiveness of strategies aimed at attracting new customers. Steel-gold remains the top-performing material, further confirming its appeal among consumers (p.10). Despite facing pricing challenges, the company's sales performance has exceeded expectations, driven by a strong product mix and successful sales strategies. However, the dip in pricing indicates areas for improvement, particularly in refining pricing strategies to maintain momentum (p.11).

An analysis of brand performance shows that all brands, except for Ward and the 'Others aggregated' category, experienced positive sales growth due to their product mix or volume. This suggests a successful variety of products or increased overall product sales. Nonetheless, every brand also faced a decline in sales due to lower prices, which could be attributed to market pressures or strategic price cuts aimed at attracting more customers (p.12).

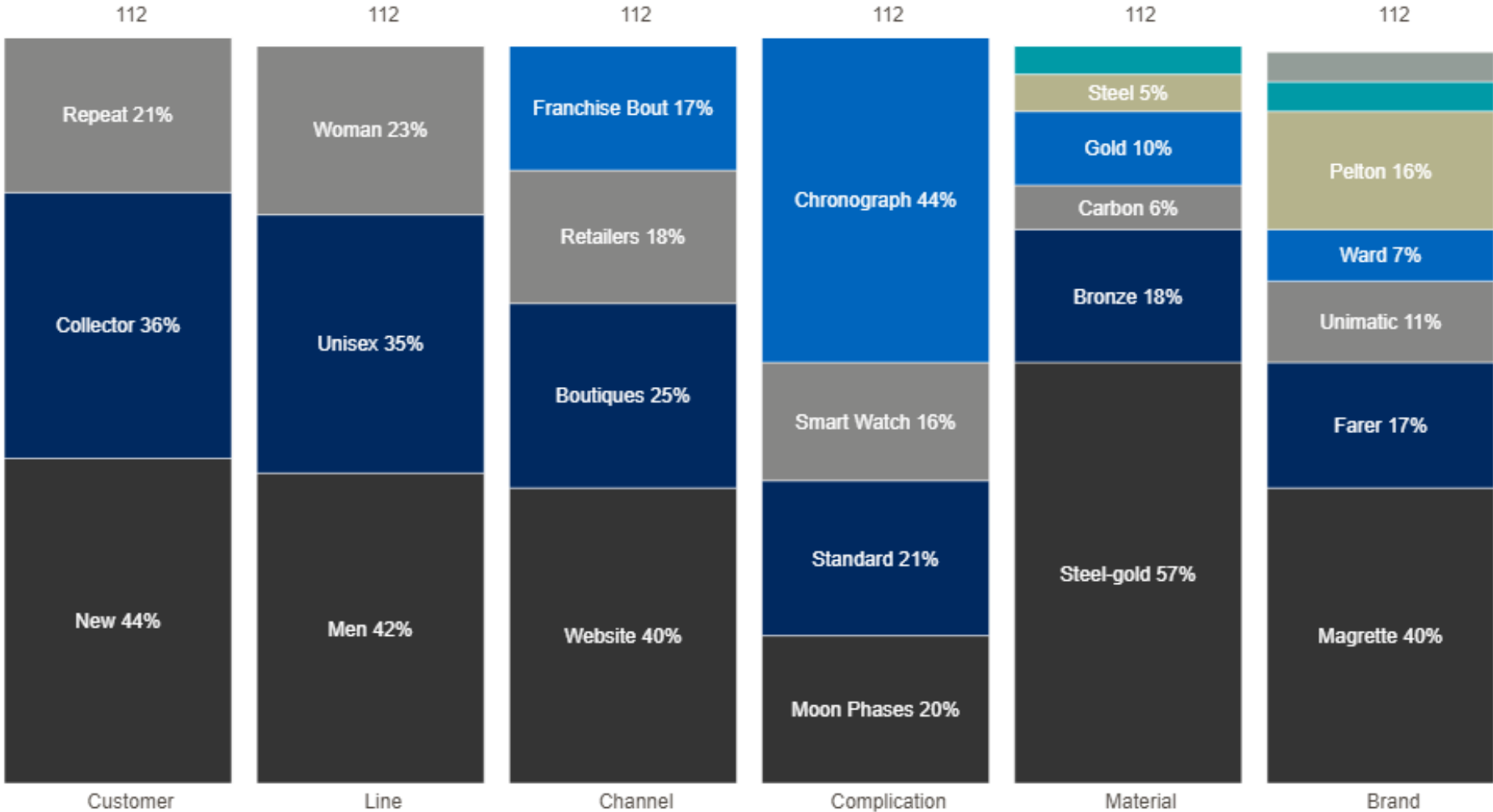
The report also identifies a significant increase in sales of smartwatches and unisex lines, indicating a trend towards digital and gender-neutral products. This growth is largely driven by new customers, underscoring the effectiveness of the company's marketing strategies. Additionally, the popularity of steel-gold materials points to a growing demand for luxury items, with steel-gold and bronze materials becoming increasingly popular among consumers. The expansion into Belgium, Switzerland, and Turkey has also been successful, indicating effective market growth strategies (p.13, p.14).

In conclusion, Watch Co's sales report reveals a complex landscape of growth opportunities and challenges. The company's ability to attract new customers and capitalize on trends towards digital, gender-neutral, and luxury products has driven its success. However, issues related to pricing and profitability, particularly concerning chronographs, highlight the need for strategic adjustments. The popularity of steel-gold and bronze materials, along with the successful expansion into new markets, suggests a strong foundation for future growth. Moving forward, the company must address pricing challenges and continue to adapt to changing consumer preferences to sustain its momentum (p.9, p.10, p.11, p.12, p.13, p.14, p.15).



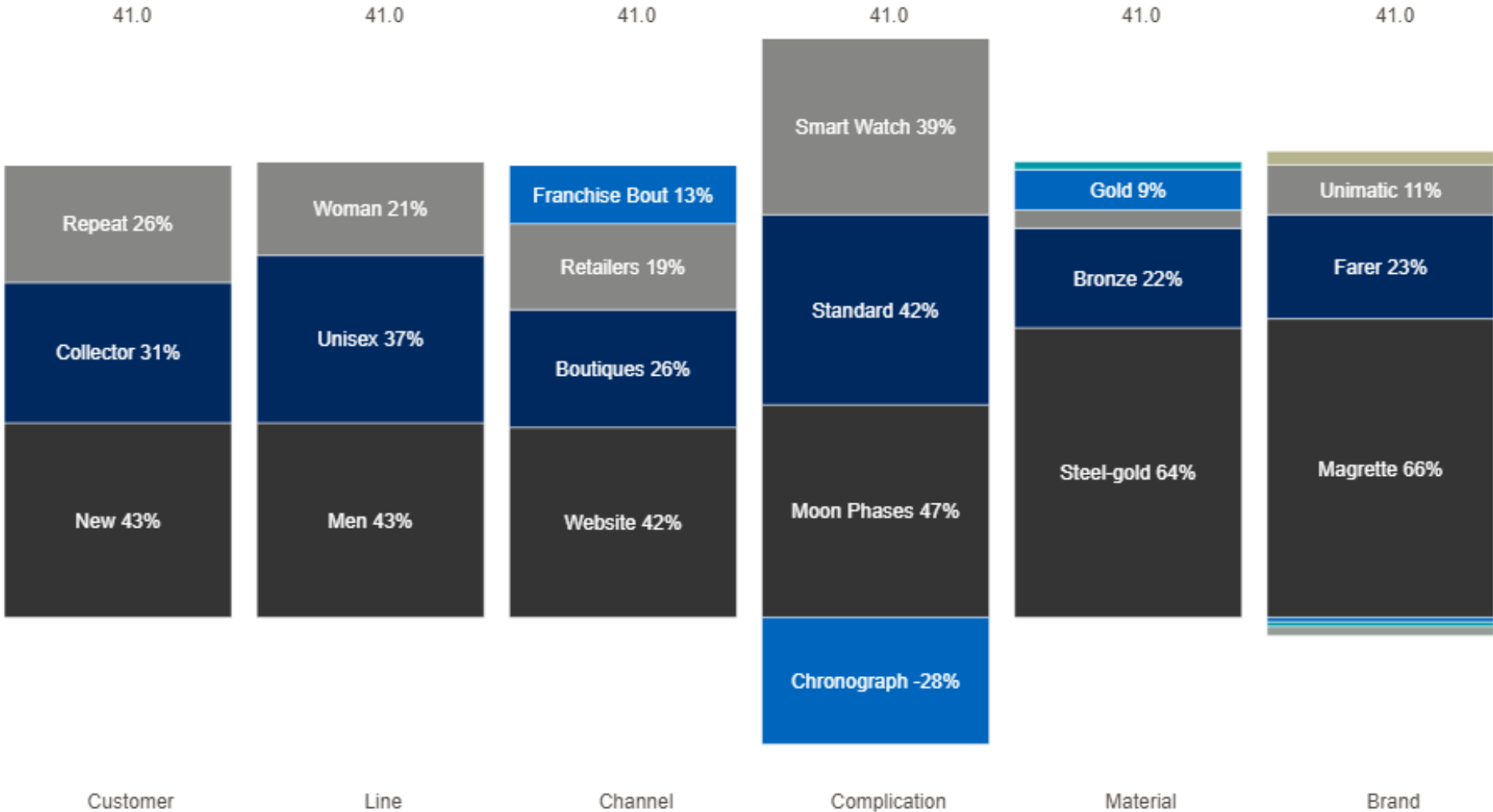
Watch Co's sales are booming, thanks to new customers and a surge in men's watch purchases. The website has become the top spot for sales, showcasing the success of our digital marketing efforts. Chronograph watches and steel-gold materials are the favorites, highlighting what our customers love. Magrette is leading the pack in brand popularity, proving its strong appeal.

Watch Co  
Sales in mCHF by dimension  
AC

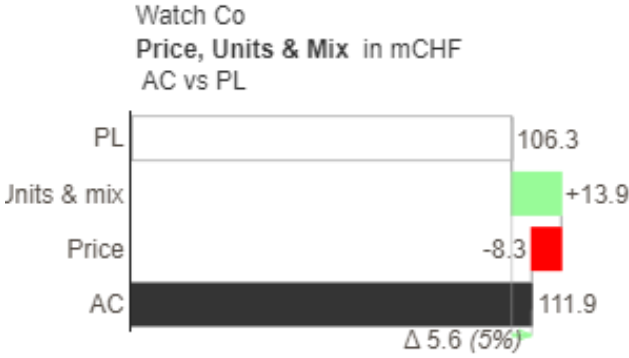


Watch Co's gross margin data shows that new customers significantly boost profits, proving that our strategies to attract them are working. Men's watches and online sales lead in profitability, which matches our sales insights. However, the loss on chronographs is worrying, as it doesn't line up with their strong sales, hinting at possible pricing or cost issues. Steel-gold is our top-performing material, confirming its appeal to customers.

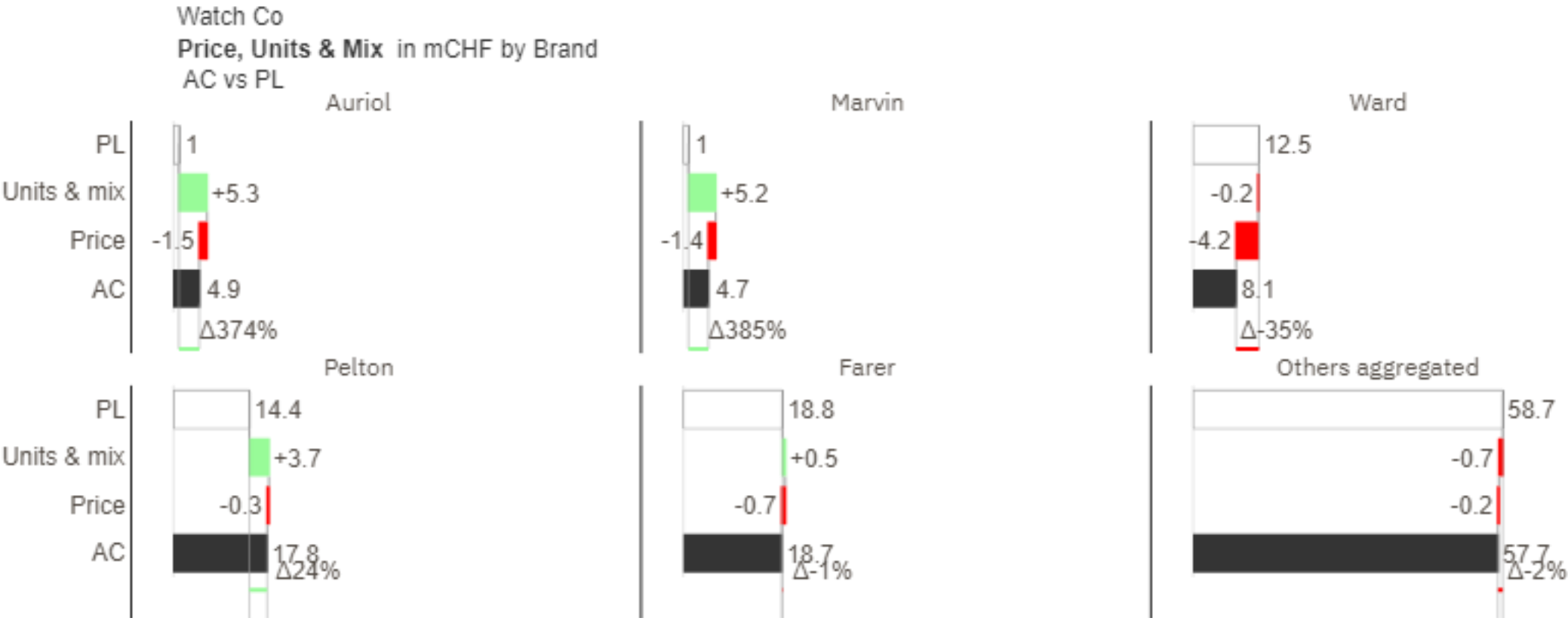
Watch Co  
 Gross Margin in mCHF by dimension  
 AC



Watch Co's sales performance is looking good! Despite some pricing challenges, strong sales and a great product mix have pushed us ahead of our plans. It seems like our sales strategies are hitting the mark, and customers are loving our products more than we expected. However, the dip in our pricing suggests we've got some homework to do. It's time to take a closer look at our pricing strategies to keep up the momentum.

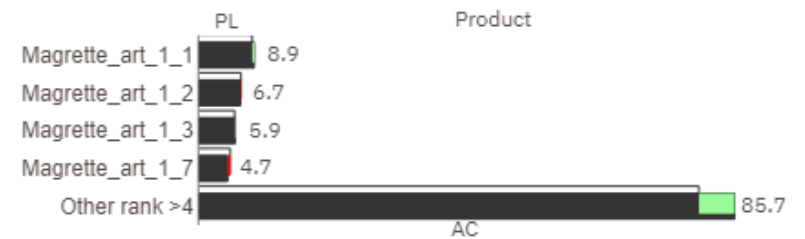
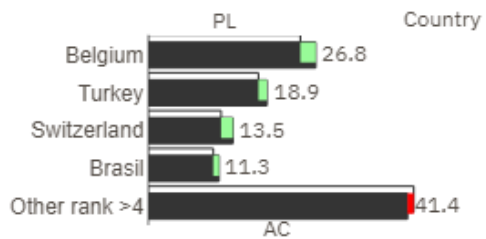
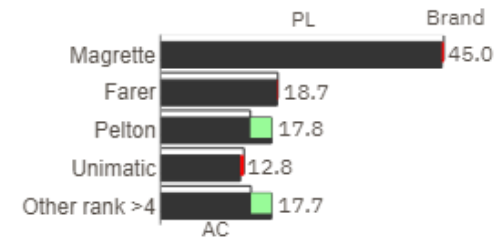
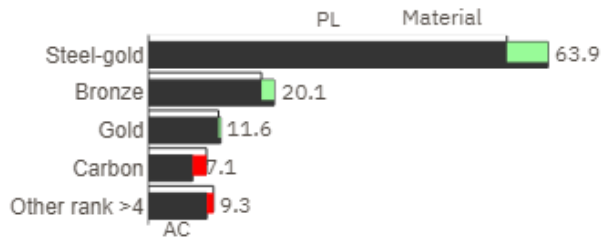
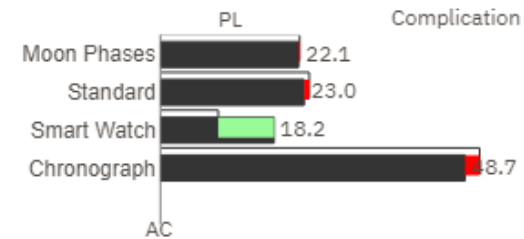
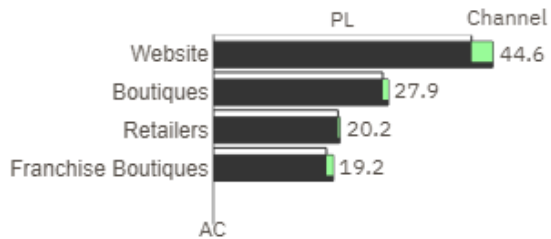
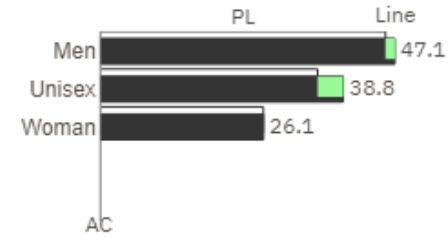
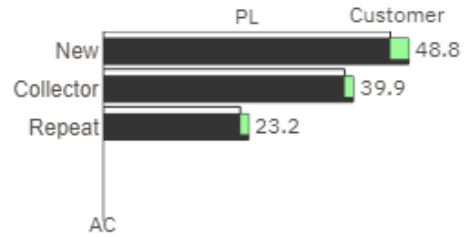


Our analysis shows that all brands, except for Ward and the 'Others aggregated' category, saw positive sales growth due to their product mix or volume. This means they're selling a good variety of products or more products overall. However, every brand also experienced a drop in sales because of lower prices. This could be due to market pressures forcing prices down or deliberate price cuts to attract more customers.



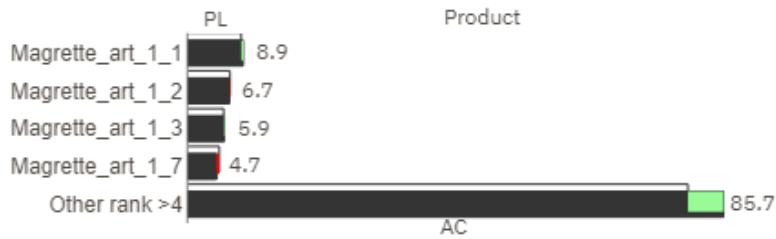
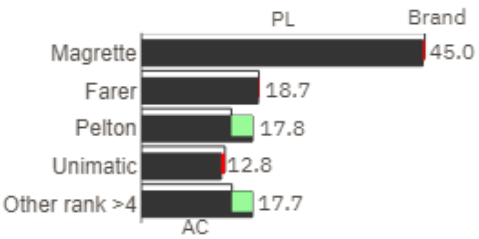
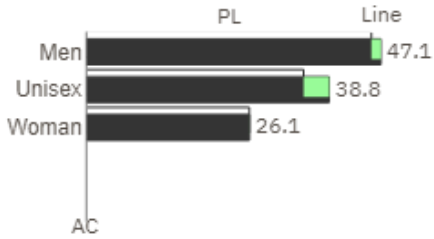
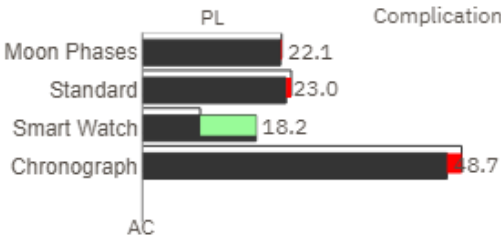
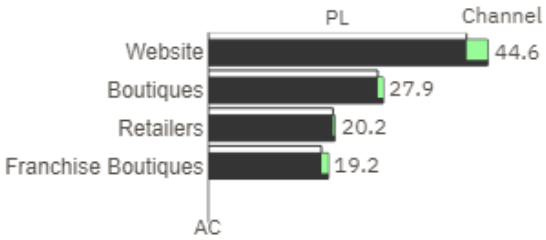
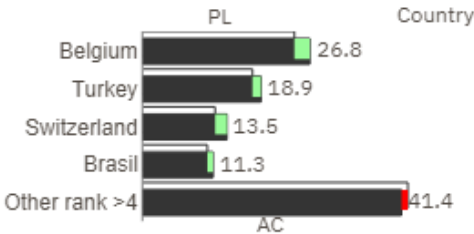
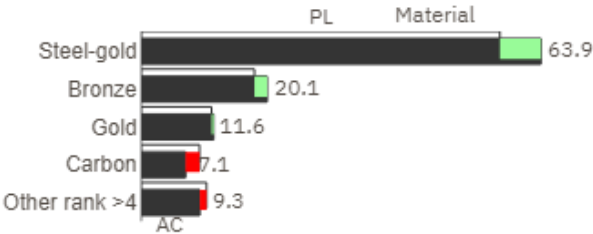
Sales of smartwatches and unisex lines have seen a significant increase, showing a clear trend towards digital and gender-neutral products. New customers are driving this growth, proving our marketing strategies are on point. Additionally, the popularity of steel-gold materials highlights a growing demand for luxury items.

Watch Co  
Sales in mCHF by dimension  
AC vs PL

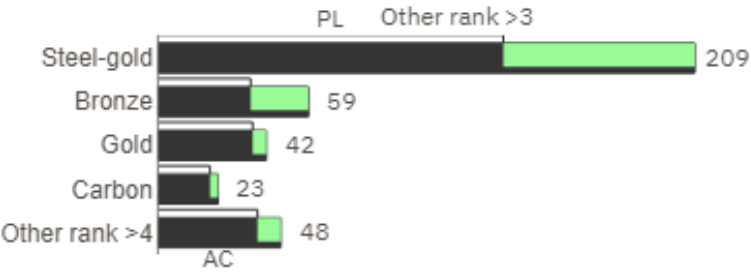
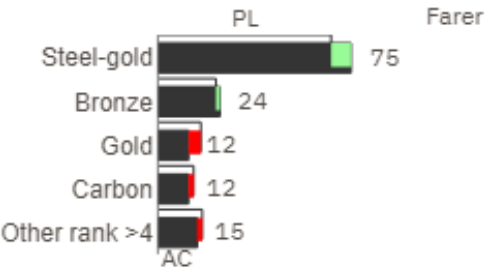
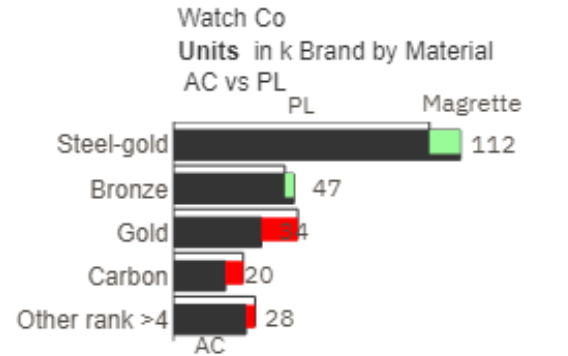


Sales data shows smartwatches, unisex products, and online sales are booming, highlighting a trend towards tech-savvy, gender-neutral items and the convenience of shopping from home. Steel-gold and bronze are becoming more popular, reflecting changing consumer preferences. Expanding into Belgium, Switzerland, and Turkey has proven successful, indicating effective market growth.

Watch Co  
Sales in mCHF by dimension  
AC vs PL



Steel-gold and bronze materials are the favorites, showing a significant increase in sales. Pelton and brands ranked above third are leading this trend, highlighting their strong market acceptance. Meanwhile, gold's performance varies by brand, pointing to changing consumer tastes.



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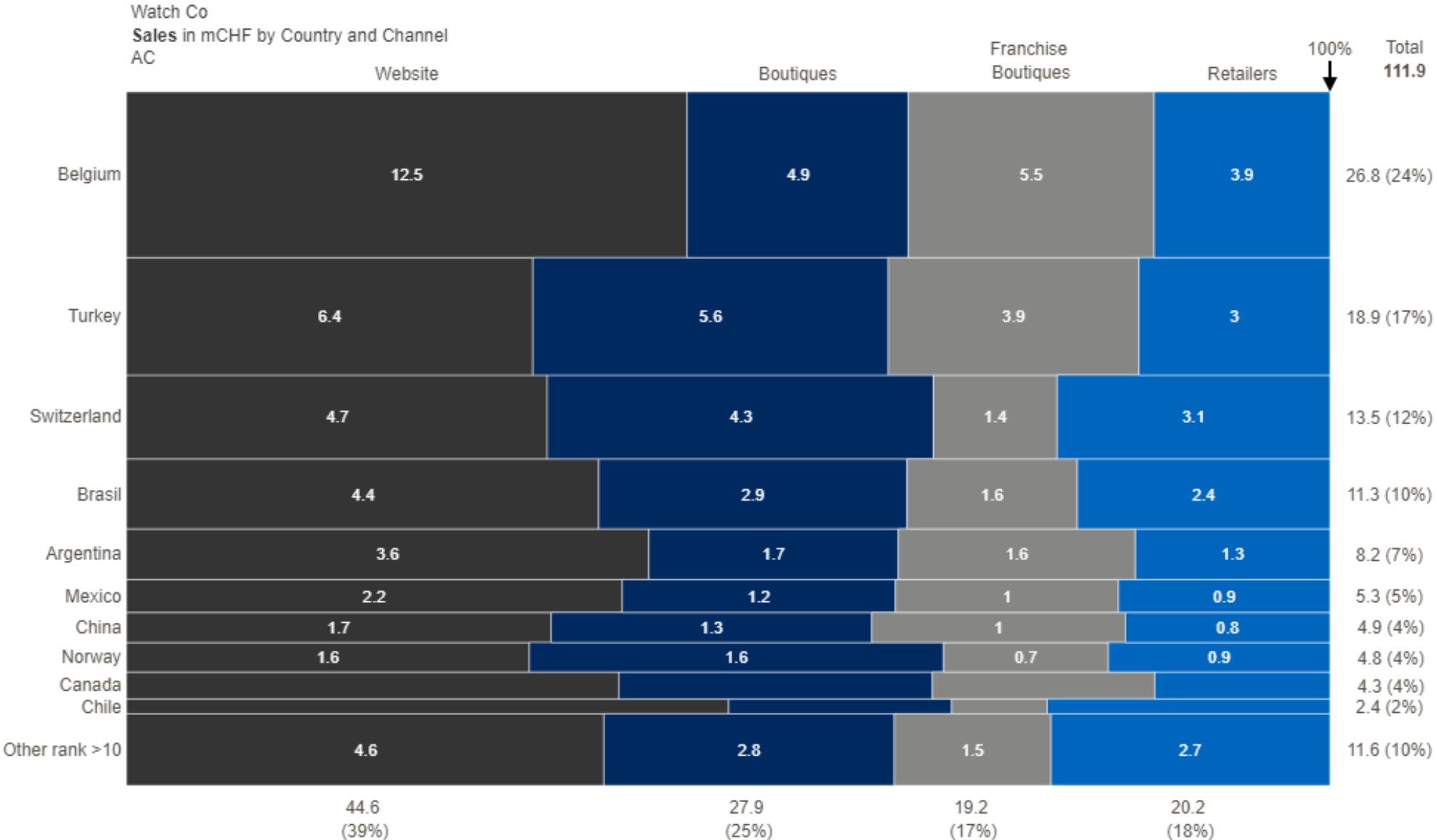
Watch Co's online sales are thriving, with Belgium leading in website purchases and significant contributions from smaller markets, indicating potential in niche areas (p.18, p.19). The material preference among customers leans towards steel-gold, especially in the Men's line, but there's a noticeable interest in a variety of materials beyond the top four, suggesting opportunities in niche markets (p.20, p.21). Despite a downturn in gross margin growth across all customer groups, collectors show slightly better performance, hinting at a more reliable income source from this segment. The Unisex Line is experiencing growth across all customer types, with collectors driving the highest growth in gross margin, suggesting a focus on this segment could be profitable (p.22, p.23).

New customers are the largest contributors to gross margin, followed by collectors and repeat customers, emphasizing the importance of attracting new clientele. Steel-gold remains the most popular and profitable material, with new customers significantly boosting profits, especially with steel-gold and bronze materials (p.24, p.25). The Unisex line is outperforming both the Men's line and the overall sales growth average, indicating it as a key growth driver. Watches with unique or less common features are seeing the highest sales growth, signaling an emerging trend towards innovative watch features (p.26, p.27).

Chronograph watches are the top sellers and most profitable, with smart watches catering to a more specialized market. There's a steady interest in traditional and easily accessible watch features, such as Moon Phases and Standard watches, showing a broad customer interest in various watch complications (p.30, p.31). New customers are the biggest revenue source, but repeat customers generate the highest gross margin percentage, making their purchases the most lucrative. The 'Other rank >3' category leads in gross margins among all customer types, especially outside the top three countries, with Switzerland standing out for its high gross margins for all customer types, particularly repeat customers (p.32, p.33).

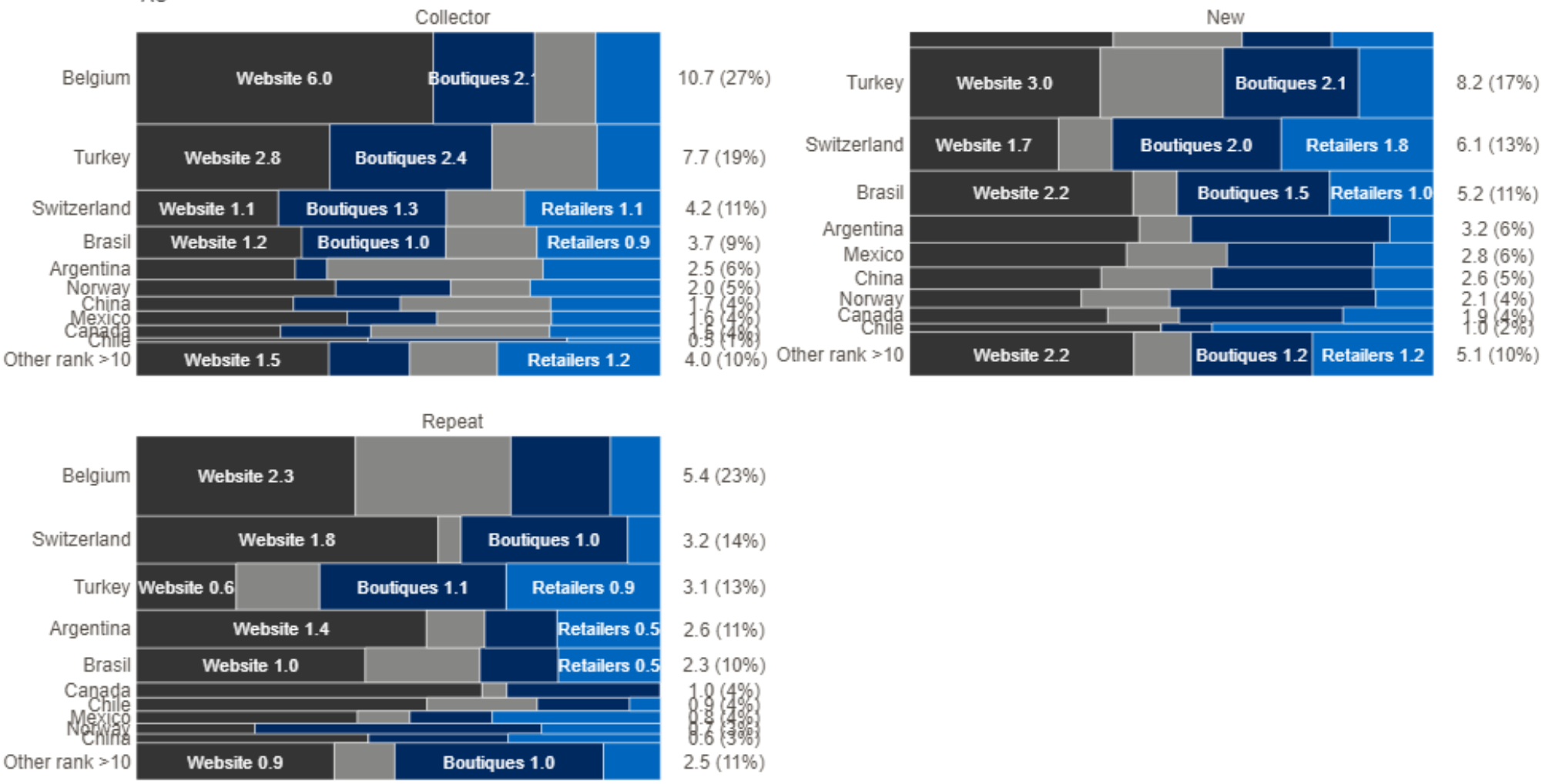
In conclusion, Watch Co should focus on expanding its online presence, particularly in niche markets and materials beyond steel-gold. Targeting collectors and emphasizing the Unisex Line could yield higher profitability. Additionally, leveraging the popularity of chronograph watches and exploring innovative watch features could further enhance sales. Prioritizing new customer acquisition while recognizing the profitability of repeat customers will be crucial for sustained growth and profitability.

Watch Co's online sales are booming, especially through their website, which leads in every country. Belgium stands out, topping the sales charts with a strong lean towards website purchases. Interestingly, the 'Other rank >10' category, which includes smaller markets, plays a big role in boosting overall sales, particularly through retailers. This highlights the untapped potential in niche markets and the benefits of expanding our market reach.

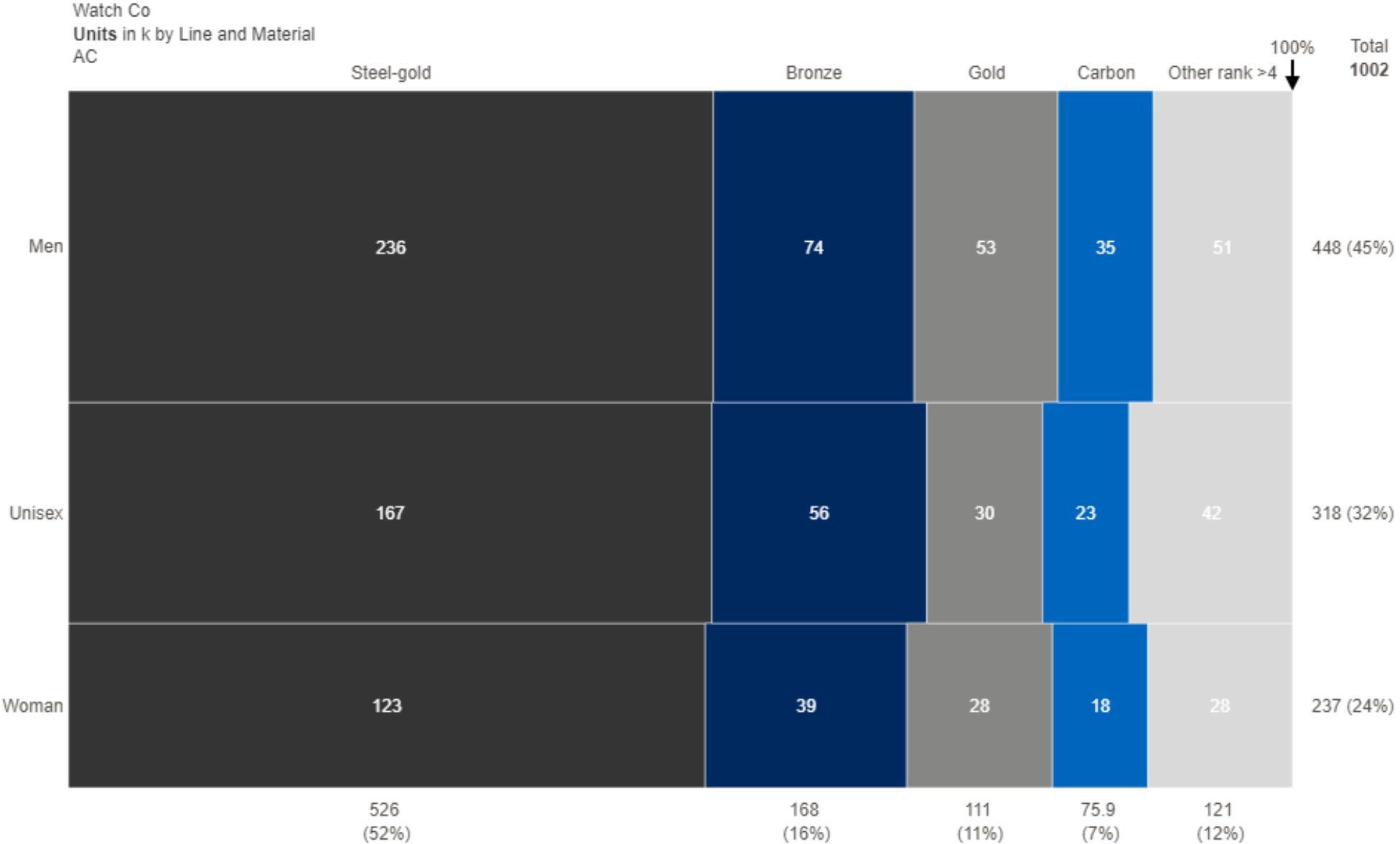


Belgium shines as a top market for Watch Co, appealing to collectors, new buyers, and repeat customers alike. The company's website is a key sales driver, especially for attracting new and returning customers, showcasing a robust online presence. With significant sales also coming from the 'Other rank >10' category, Watch Co enjoys a wide international footprint, hinting at opportunities for expansion in untapped markets.

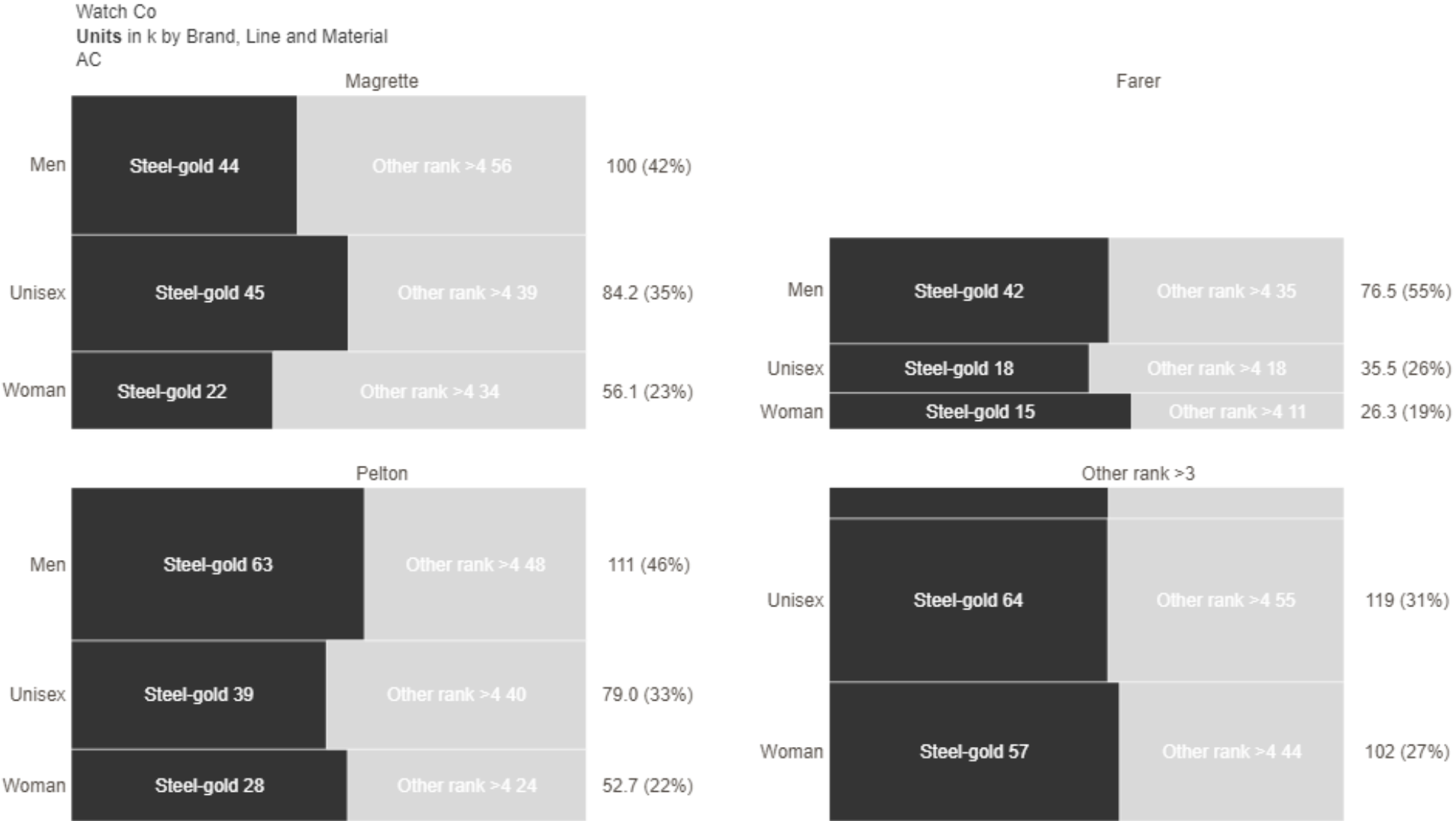
Watch Co  
Sales in mCHF by Customer, Country and Channel  
AC



Steel-gold is the favorite material across all our product lines, especially in the Men's line where it's a major sales driver. Interestingly, the 'Other rank >4' category shows that there's a wide interest in materials beyond the top four, hinting at potential opportunities to explore or focus on niche markets.



Smaller or lesser-known watch brands, which we're calling 'Other rank >3', surprisingly hold a significant portion of the market. The Men's line stands out as the most popular, hinting at either a preference for men's watches or a wider range of options available in this category. Interestingly, there's a clear lean towards materials labeled as 'Other rank >4', showing that consumers are looking for something different or specific beyond the usual Steel-gold materials. This trend spans across most brands and lines, highlighting a desire for variety or unique materials in their watches.

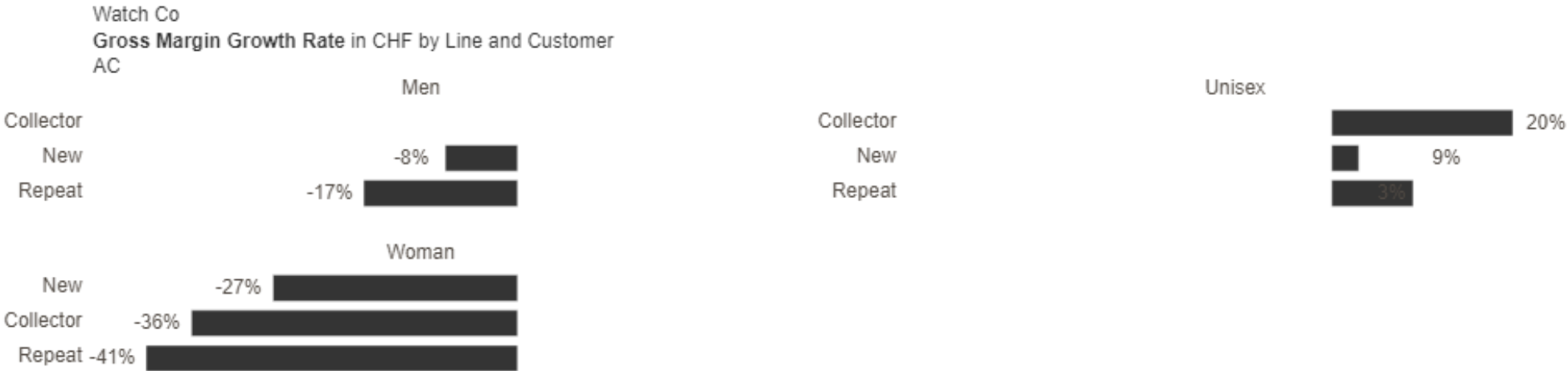


Watch Co. is facing a downturn in gross margin growth across all its customer groups. Interestingly, those who collect watches are doing slightly better than the rest. This situation highlights the struggle in keeping sales profitable, especially with customers who make repeat purchases. By turning our attention to collectors, we might find a more reliable source of income.

Watch Co  
Gross Margin Growth Rate in CHF by Customer  
AC

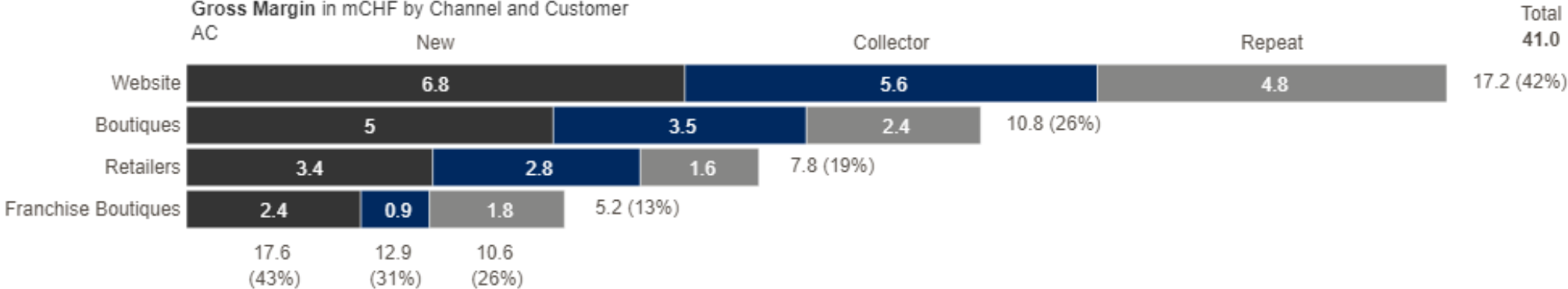


The Unisex Line stands out as the only category experiencing growth across all customer types, showing either a strong market preference or better operational efficiencies. Particularly, Collector Customers within the Unisex Line are driving the highest growth in gross margin. This suggests that focusing on collectors in this segment could be a profitable move for Watch Co.



Watch Co.'s website has become a key player in its sales strategy, especially in drawing in new customers. When we look at the numbers, new customers are the biggest contributors to the company's gross margin. They're followed by collectors and then by repeat customers. This trend highlights how crucial attracting new customers is for Watch Co.'s revenue.

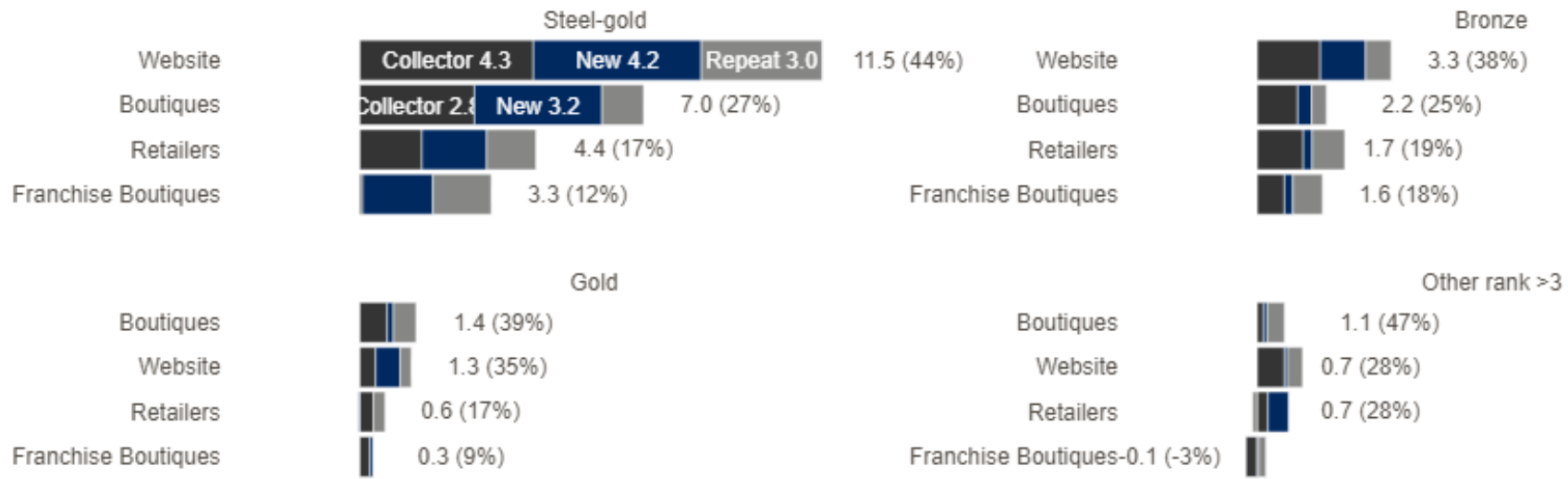
Watch Co  
**Gross Margin** in mCHF by Channel and Customer  
 AC



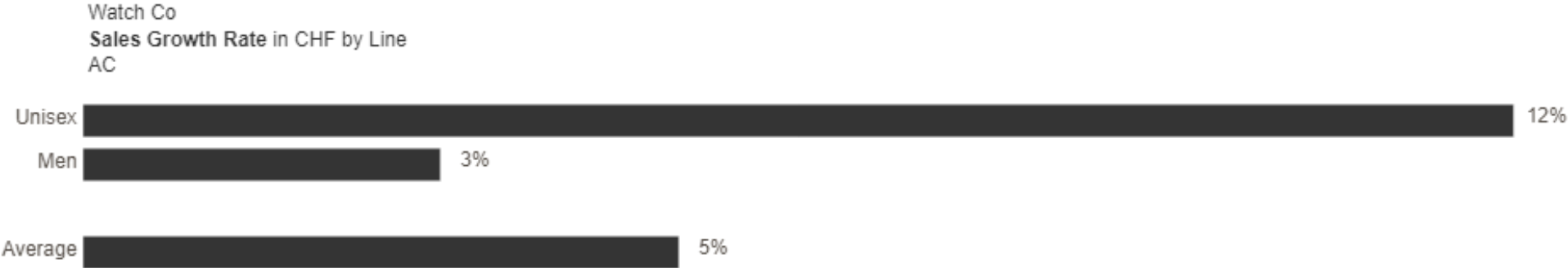


Steel-gold material is the top earner for Watch Co., making it the most popular and profitable choice. New customers play a key role in boosting profits, especially with Steel-gold and Bronze materials. This underscores the importance of constantly attracting new customers to keep the momentum going.

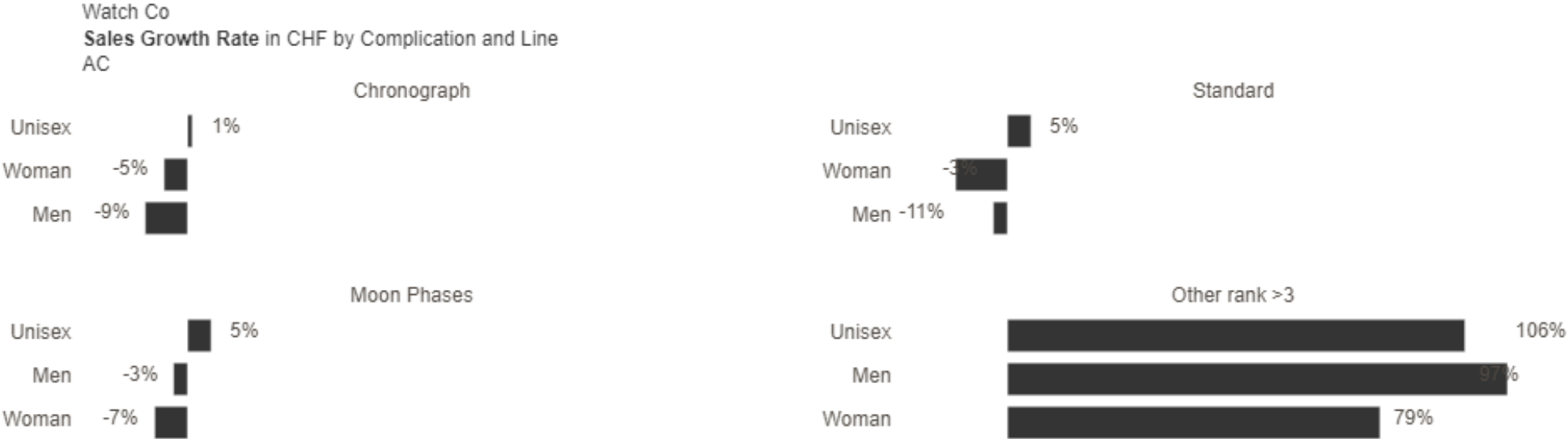
Watch Co  
 Gross Margin in mCHF by Material, Channel and Customer  
 AC



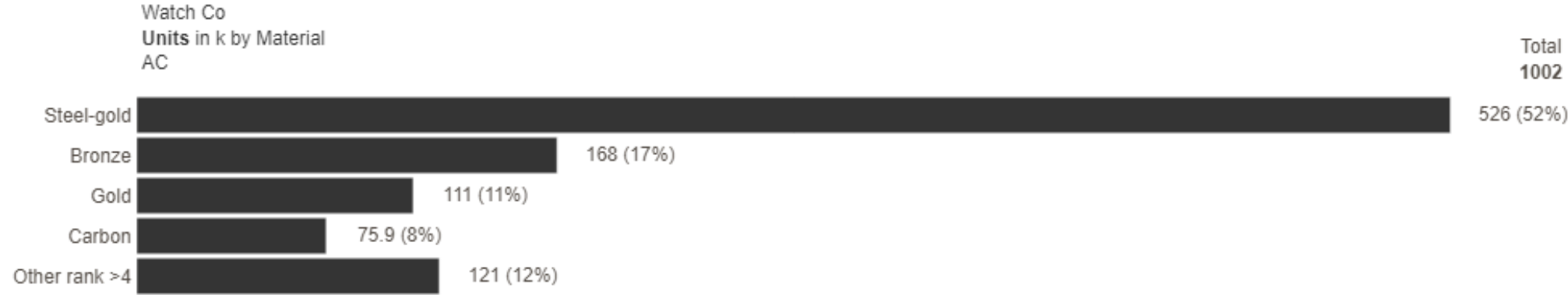
The Unisex line is outshining both the Men's line and the overall sales growth average at Watch Co in the AC market. It's clear that the Unisex line is a key growth driver. This success suggests we should either focus more on the Unisex line or figure out what makes it tick and apply those insights to boost our other lines.



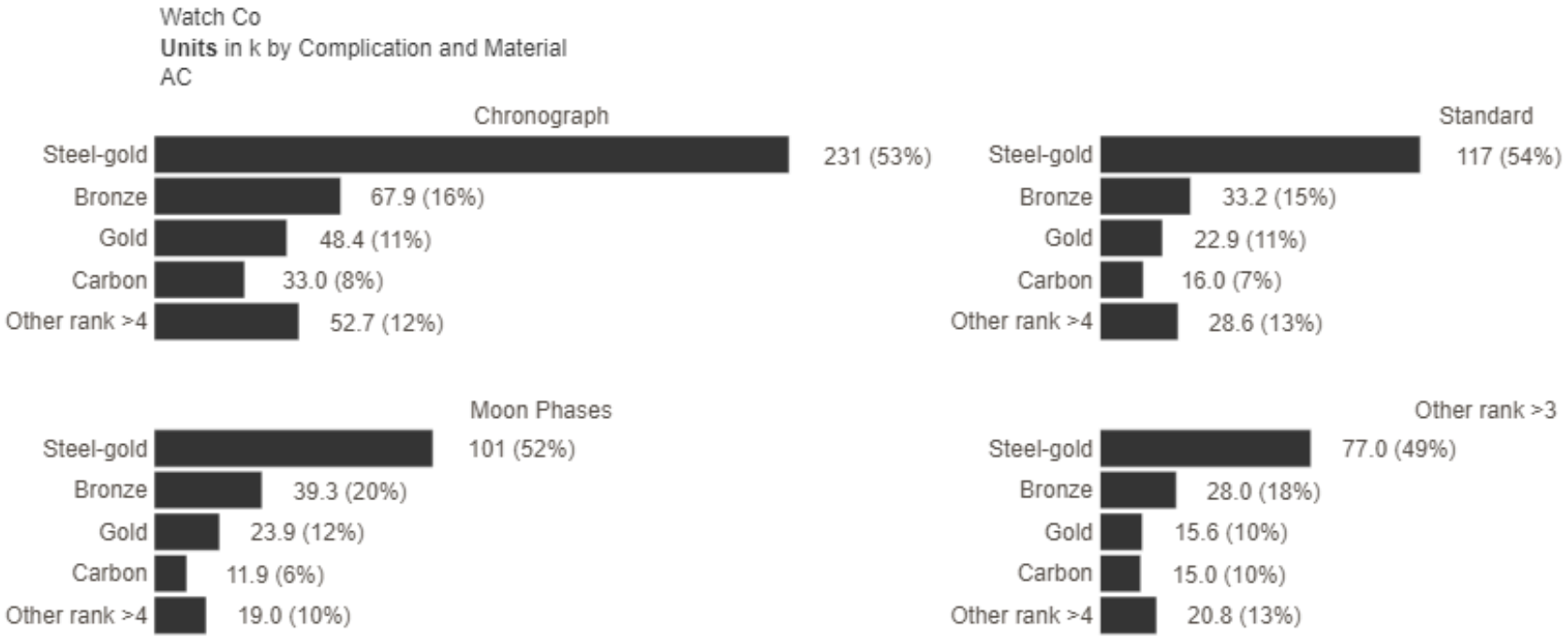
Watches with unique or less common features, categorized as 'Other rank >3', are seeing the highest sales growth. This trend shows that customers are really into innovative watch features. It's a clear signal for Watch Co to consider focusing more on these unique complications. By tapping into this emerging trend, they could really stand out in the market.



Steel-gold watches are really popular, and bronze ones are also selling well. This shows there's room to grow in both popular and niche markets. People have varied tastes, buying gold, carbon, and other less common types of watches too. This variety points to more chances to branch out and diversify.



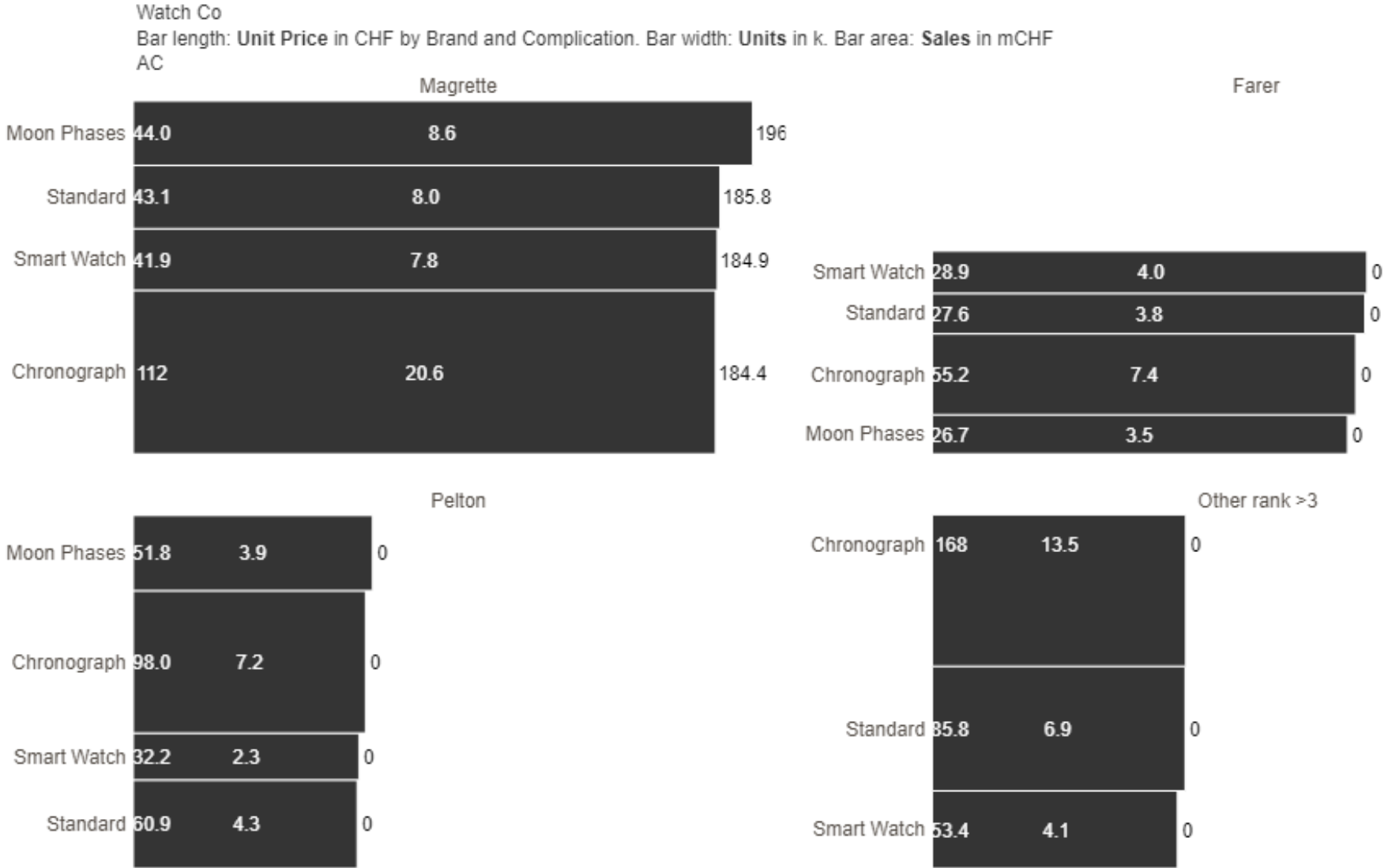
Steel-gold is the top choice among consumers for all types of watch complications, showing a trend towards this material. There's also a noticeable interest in niche materials or unique complications, as seen in the 'Other rank >4' category. This opens up an opportunity for Watch Co to explore and potentially tap into new market segments.



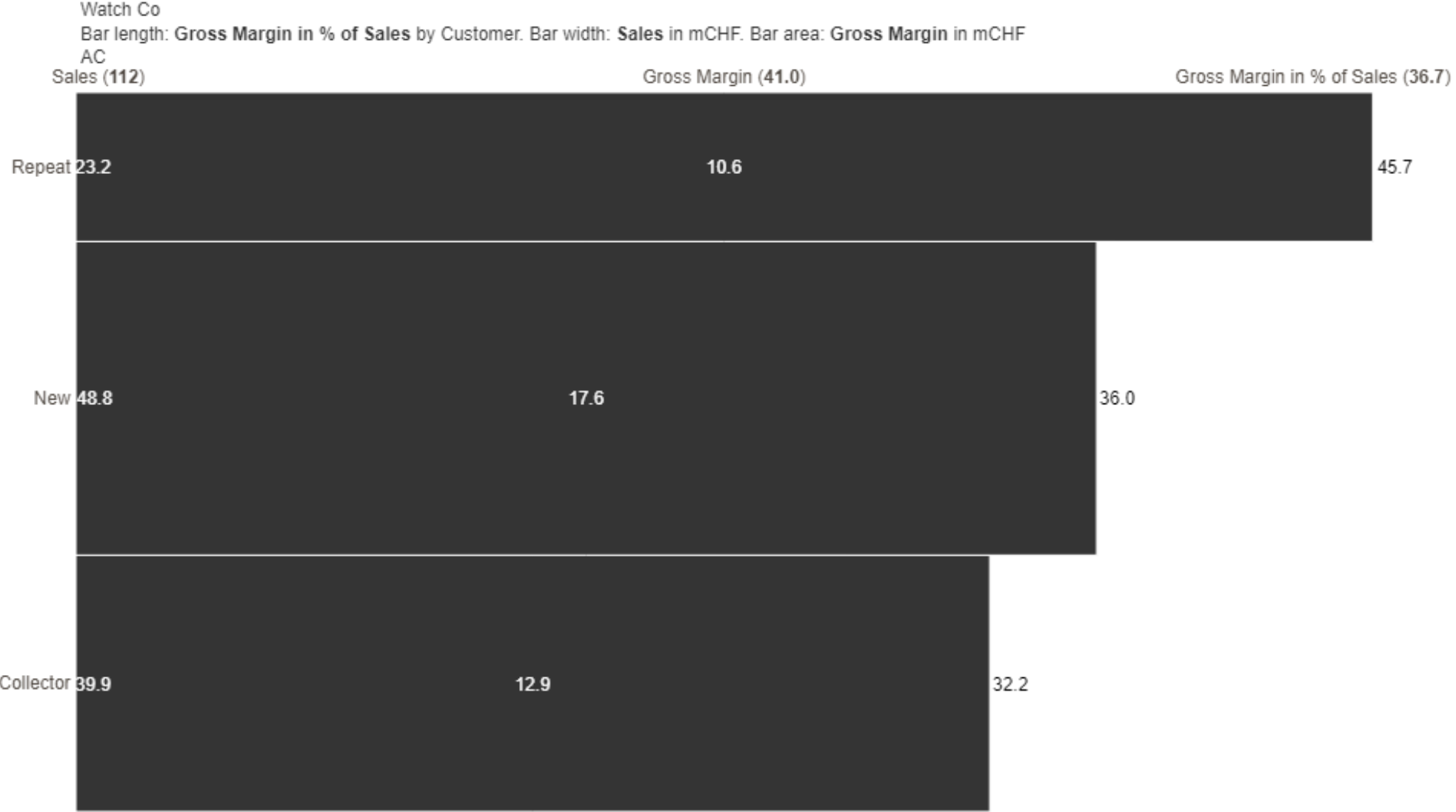
Chronograph watches are the top sellers and most profitable for watch companies, showing they're in high demand. Even though Smart Watches have higher prices, they don't match up in sales or revenue, hinting they cater to a more specialized market. Moon Phases and Standard watches also perform well, proving there's a steady interest in traditional and easily accessible watch features.



Chronographs are the top sellers for brands like Magrette, Farer, and Pelton, and they're also really popular with other brands, ranking second in sales. This shows that a lot of people prefer this feature. The differences in prices and sales among various brands and features highlight that customers have varied tastes and budgets.

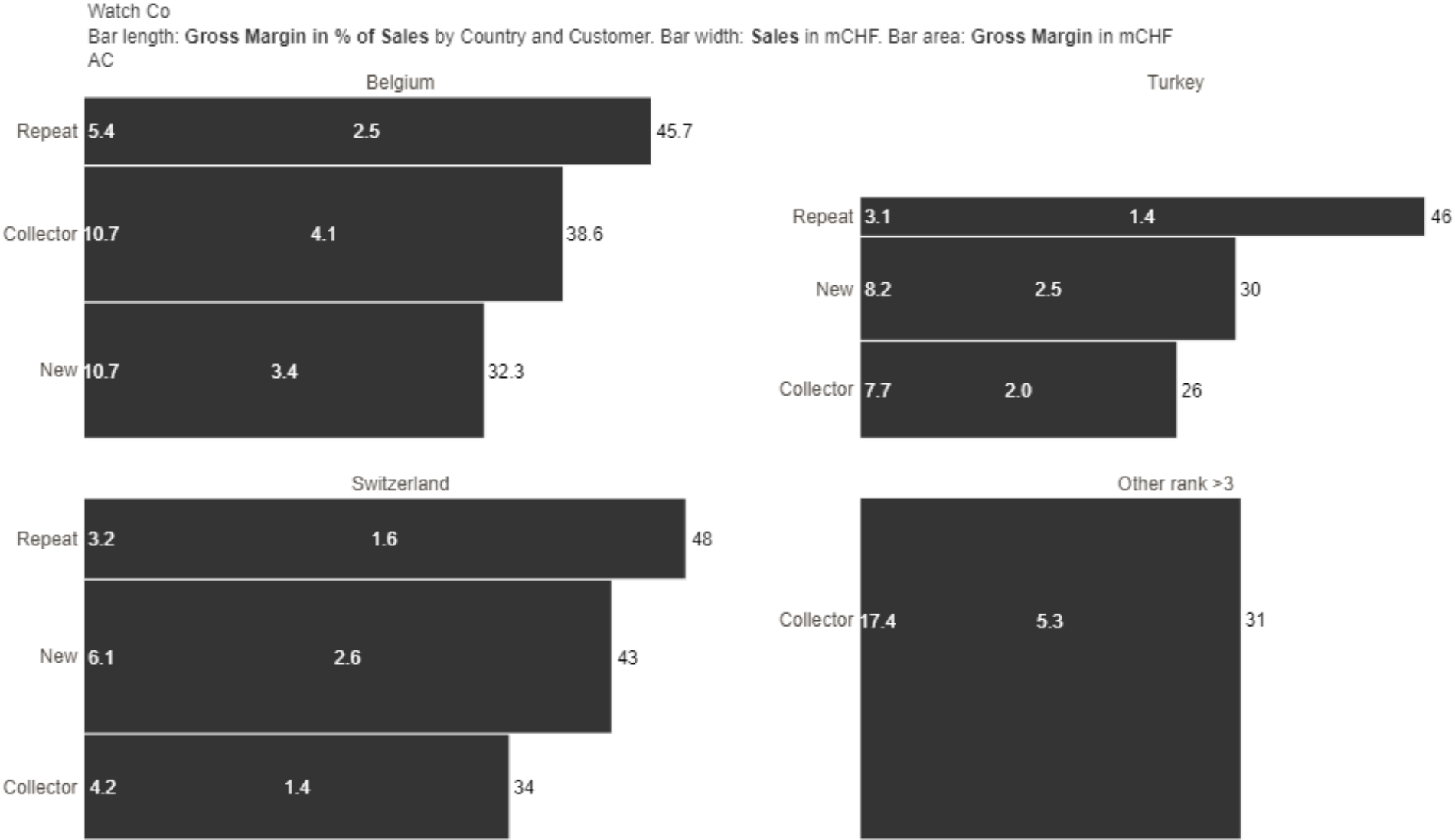


New customers bring in the most sales for Watch Co., outpacing both Collector and Repeat customers. This makes them our biggest revenue source. However, it's the Repeat customers who are the real goldmine in terms of profitability per sale. They generate the highest gross margin percentage, making their purchases the most lucrative for us.





The 'Other rank >3' category leads in gross margins among all customer types, showing it's highly profitable outside the top three countries. Repeat customers also bring in high gross margins everywhere, underlining their key role in keeping profits up. Notably, Switzerland shines with its high gross margins for all customer types, especially repeat customers.



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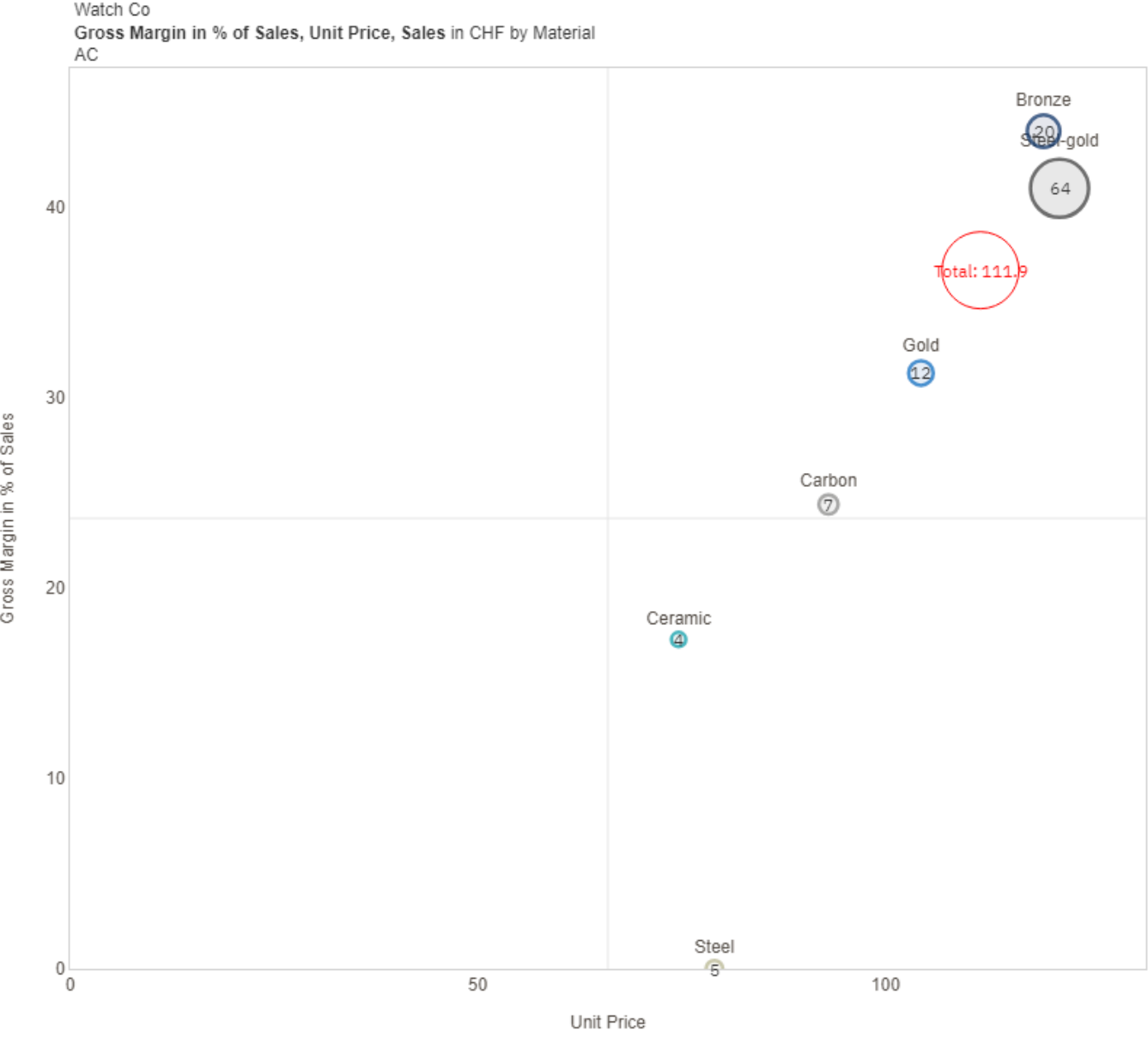
Watch Co's sales data reveals a nuanced landscape of product performance, channel effectiveness, and market opportunities. The analysis shows that while steel-gold watches are the most popular, bronze watches offer the highest profit margin, suggesting a potential strategic pivot towards more profitable materials (p.36). Despite the success of steel-gold watches, Chronographs are identified as underperformers across materials, indicating a need for cost or price adjustments. Conversely, Moon Phases and other high-ranking categories present growth opportunities (p.37).

The company's sales channels exhibit distinct characteristics and potential. The website channel emerges as a leader in profit margins and sales growth, underscoring its importance in the company's sales strategy. Meanwhile, Franchise Boutiques, despite lower profit margins, show significant growth in units sold, highlighting untapped customer attraction potential (p.38). This is supported by the website's strong performance across all countries, especially in 'Other rank >3' and Belgium, pinpointing these as key markets for further focus (p.39).

Brand performance within Watch Co varies significantly. Magrette leads in sales and gross margin, while Ward, Auriol, and Marvin struggle with negative gross margins, suggesting a need for strategic adjustments to enhance underperforming brands (p.40). The classification of brands into sales classes A, B, and C, with A being top earners, further emphasizes the importance of focusing on high-performing brands while reconsidering or discontinuing loss-making ones (p.41).

An analysis of watch complications sorted into Classes A, B, and C reveals that while Class A drives sales, Classes B and C are more profitable, indicating a strategic opportunity to boost overall profitability by focusing on these classes (p.42). The UpSet chart analysis underscores the effectiveness of Watch Co's diverse sales channels strategy, particularly the website's role in offering unique products and the strategic combination of features like Smart Watch and Moon Phases to cater to a wide range of customer preferences (p.43, p.44). This comprehensive analysis points towards a multifaceted approach to enhancing profitability, market presence, and product strategy.

Watch Co's sales data shows a diverse range of products, each with different profit levels. Steel-gold watches are the most popular, even though they're not the priciest or the most profitable. Interestingly, bronze watches, which have the highest profit margin, show that smart pricing and choosing the right materials can lead to success. This suggests Watch Co should rethink its approach, especially focusing on more profitable materials like bronze and improving the profitability of steel watches.



Steel-gold watches are doing great in the market, no matter the complication. But, we've hit a snag with Chronographs - they're not making money, regardless of the material. It's a red flag that we might need to rethink our costs or tweak our prices. On a brighter note, Moon Phases and the Other categories that rank above 3 are shining stars with strong profits, hinting at exciting opportunities for growth.



Watch Co's website channel is leading the pack, boasting the highest profit margins and sales growth. On the other hand, Franchise Boutiques might have the smallest profit margins, but they're rapidly expanding, showing the most significant increase in units sold. This highlights the website's key role in profitability and the untapped potential of Franchise Boutiques for attracting new customers.

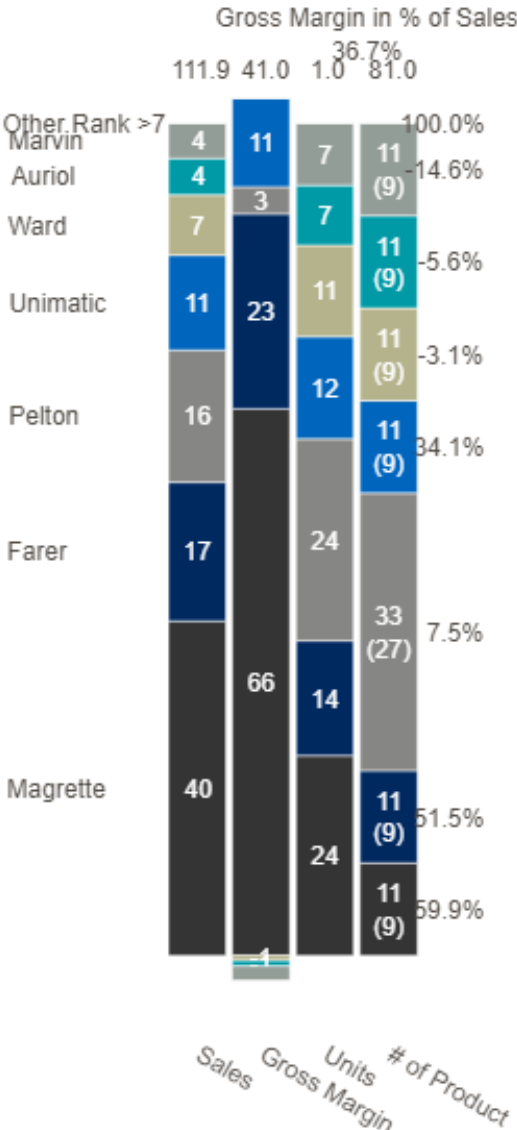


Sales data shows our Website channel is doing great in all countries, especially in 'Other rank >3' and Belgium. This points to a strong online sales strategy. Switzerland and Belgium, in particular, are buzzing with activity, showing high sales and growth. These are our key markets. There's a chance to grow even more by focusing on our top-performing channels like the Website and tackling specific market challenges.



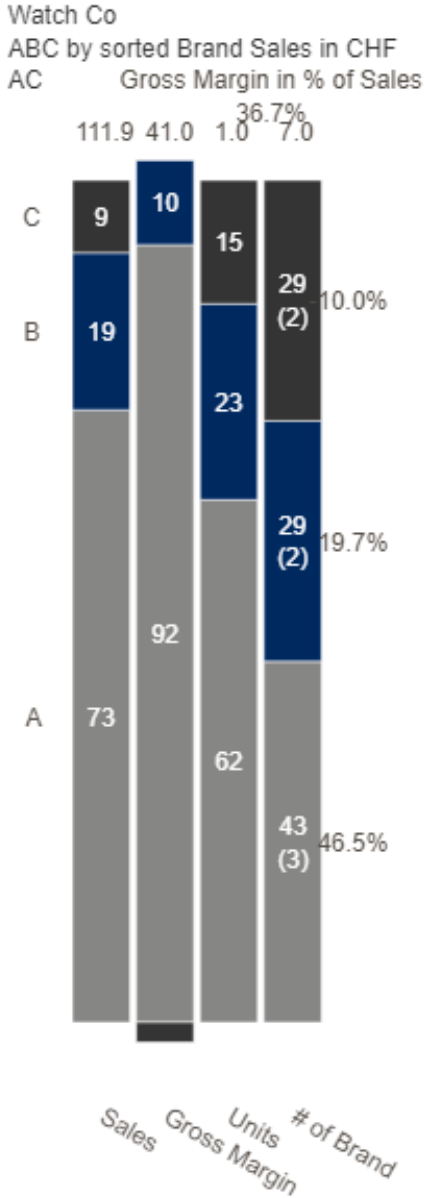
Magrette leads the pack in sales and gross margin at Watch Co ABC, showcasing its dominance in the market. On the flip side, Ward, Auriol, and Marvin are struggling with negative gross margins, highlighting some serious issues. It's clear that Watch Co needs to zero in on boosting their star performers while figuring out how to lift the underachievers, possibly through smarter pricing or cutting costs.

Watch Co  
 ABC by sorted Brand Sales in CHF, count by Product  
 AC

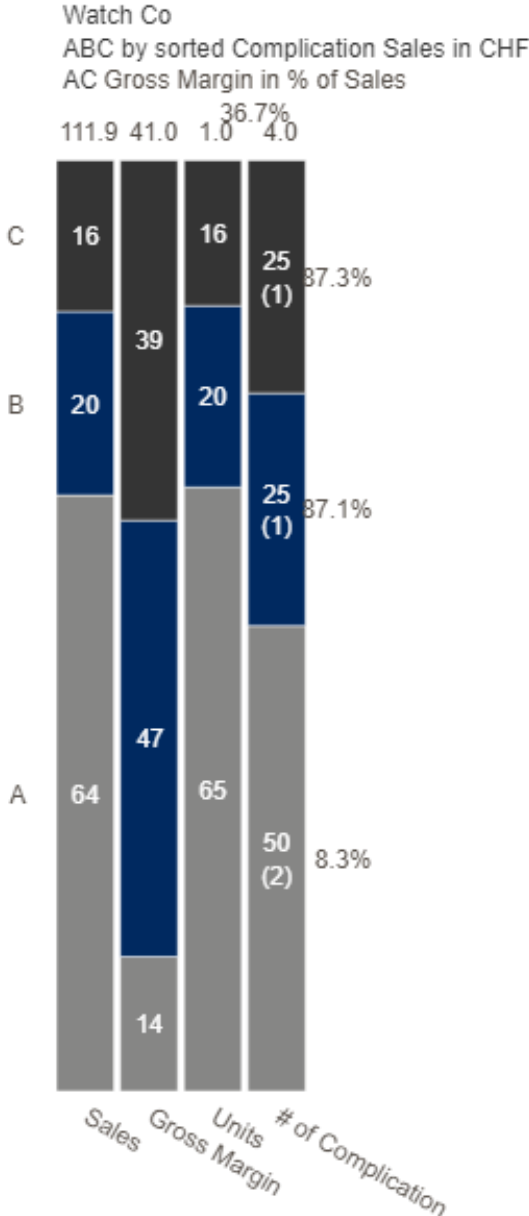




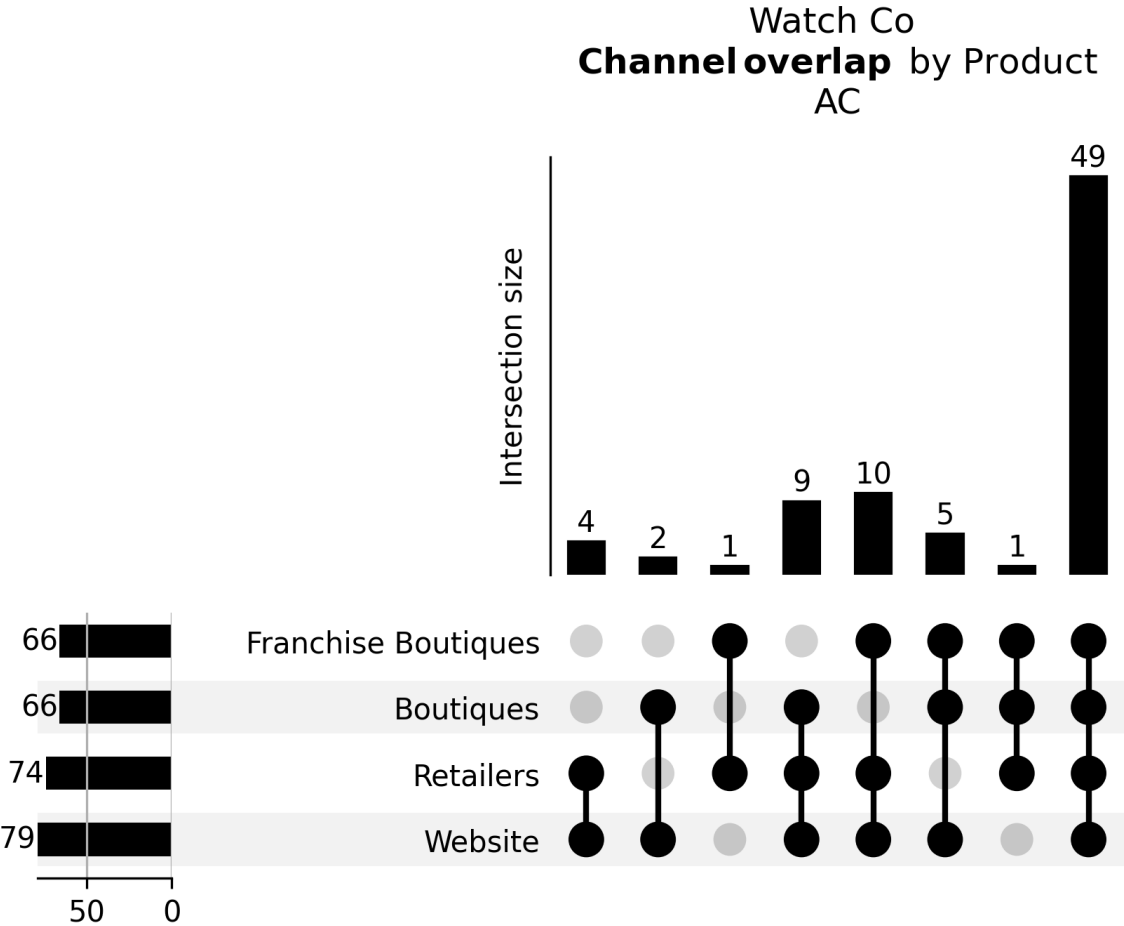
Watch Co ABC sorts its brands into three sales classes: A, B, and C. Class A brands are the top earners, showing that focusing on these brands is crucial. We've also spotted brands that are losing money, which might need a rethink or even discontinuation to stop further losses.



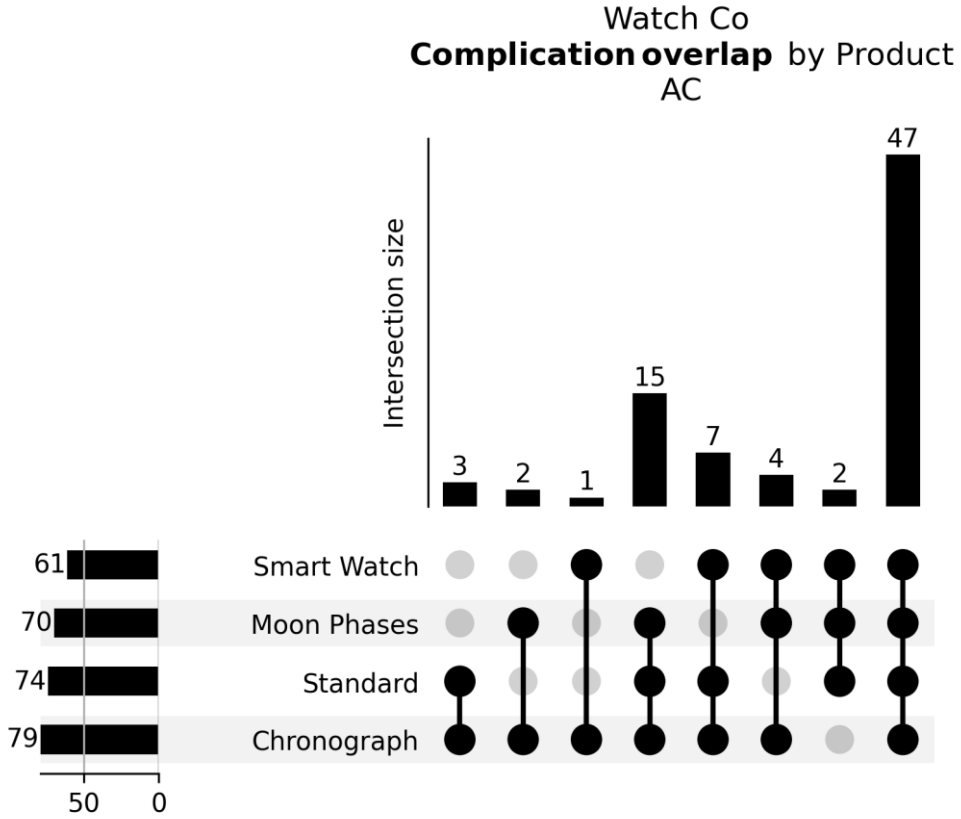
Sales data for watch complications, sorted into Classes A, B, and C, shows an interesting trend. Class A drives the most sales, but Classes B and C are more profitable. This points to a strategic opportunity: focusing on Classes B and C could boost overall profitability. It's a clear signal that developing and marketing these classes could be a smart move.



Our UpSet chart analysis reveals that our sales channels follow a unique strategy. The Website channel stands out by offering the most unique products. There's hardly any overlap between channels, showing we're targeting different customer segments effectively. This approach highlights the power of using diverse sales channels to connect with a wide range of customers.



The UpSet chart shows a trend towards products with multiple complications, especially those combining Smart Watch and Moon Phases features. Interestingly, the Chronograph often stands alone, highlighting its popularity. This suggests the company is strategically combining features to cater to a wide range of customer preferences, with a special focus on in-demand options like the Chronograph.



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The company's sales report highlights a series of trends and insights that are crucial for future strategic planning. The business has experienced a healthy growth in sales and units from 'PL' to 'AC', with a notable 5.3% increase in sales growth rate, suggesting that sales and marketing efforts are yielding positive results. It's recommended to further analyze pricing and product mix to sustain this momentum (p.47). Additionally, the 'Sales By Channel' metric indicates a positive trend with a Compound Annual Growth Rate (CAGR) of 5.3%, underscoring the effectiveness of the sales channels and the importance of continued investment in these areas for future growth (p.50).

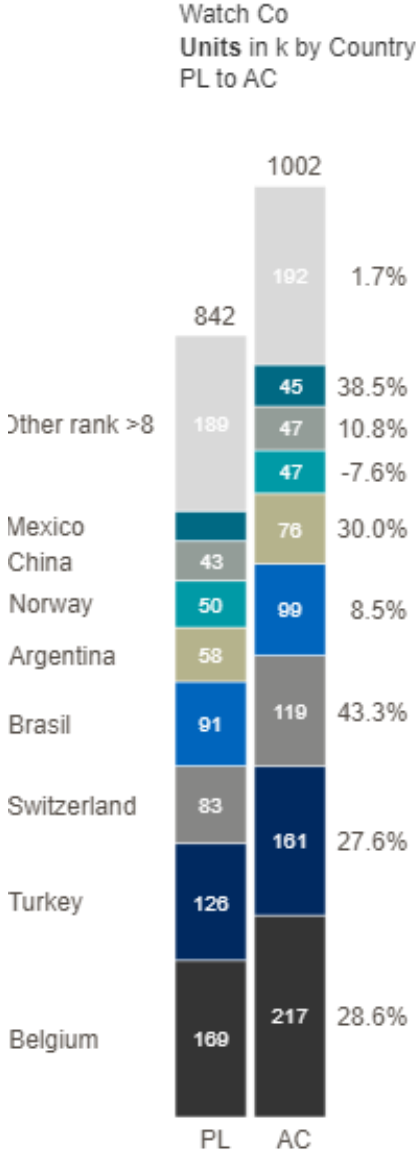
Market analysis reveals varying trends across different regions and products. Switzerland, Mexico, and Argentina are identified as booming markets with strong sales growth, whereas Norway is facing declining sales, necessitating targeted strategies to address these challenges (p.48). In terms of product preferences, there's a shift towards materials like steel-gold and ceramic, while carbon and steel are declining in popularity, indicating changing consumer tastes that should guide future product development (p.49). The watch industry, in particular, is undergoing a significant transformation with a surge in demand for smartwatches, which are growing at an impressive rate of 96.7% annually, highlighting the increasing integration of technology into consumer products (p.51).

The report also points out that the company's products have seen a remarkable Compound Annual Growth Rate (CAGR) of 19.1% between the PL and AC periods, suggesting effective business strategies and a growing market demand for the products (p.52). However, there are disparities in performance among different brands, with Magrette emerging as the top performer in growth and profitability. In contrast, Pelton and Other brands are struggling with negative growth rates and low gross margins, indicating a need for urgent strategic changes, including cost management improvements, market position reevaluation, and potential diversification (p.53). These insights collectively provide a comprehensive overview of the company's current market standing and future opportunities, guiding strategic decisions to enhance growth and profitability.

The business has seen a healthy growth in sales and units from 'PL' to 'AC', with a notable 5.3% increase in sales growth rate. This uptick suggests our sales and marketing efforts are paying off. However, it's also a good time to take a closer look at our pricing and product mix to keep the momentum going.

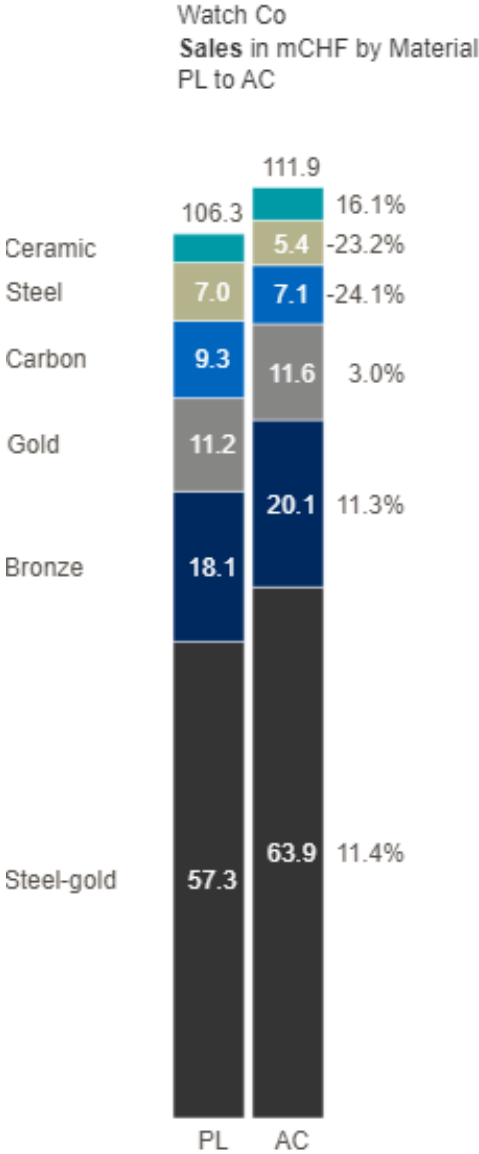


Looking at sales data from various countries, we see a mix of market trends. Switzerland, Mexico, and Argentina are booming, showing strong sales growth. These markets are on the rise, making them key areas for potential investment to boost overall sales. On the other hand, Norway's sales are dropping, highlighting the need for targeted strategies to tackle these challenges. It's clear that understanding each market's unique dynamics is crucial for driving sales growth.





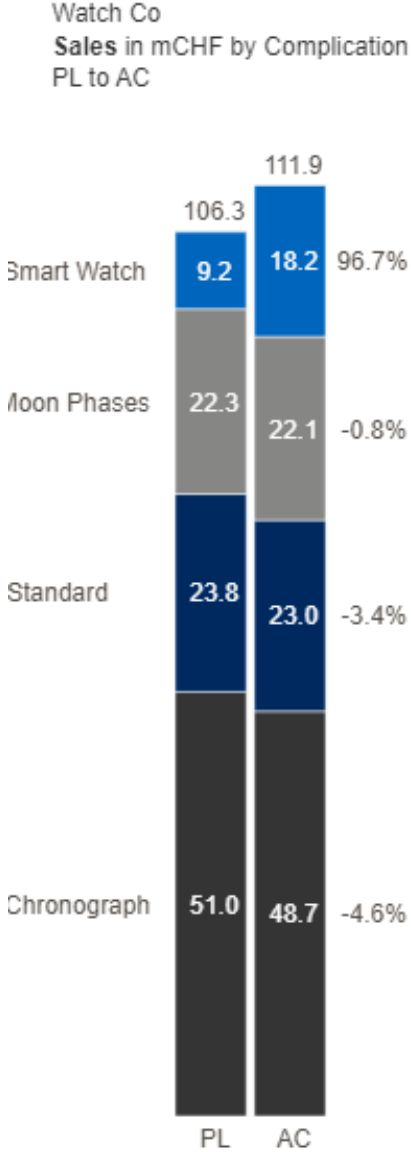
Market trends are showing a clear preference for materials that not only look good but are also durable. Steel-gold and Ceramic are on the rise, reflecting this change. On the other hand, Carbon and Steel are seeing a drop in sales, suggesting they're falling out of favor. This could be due to new consumer tastes or better materials coming into play. Understanding these shifts is crucial for shaping future product development and marketing strategies.



The 'Sales By Channel' metric shows a positive trend from the PL to AC period, with a healthy Compound Annual Growth Rate (CAGR) of 5.3%. This indicates the sales channel is performing well, likely due to effective marketing, channel expansion, or increased demand for the products or services offered. It underscores the value of investing in successful sales channels to drive future growth.



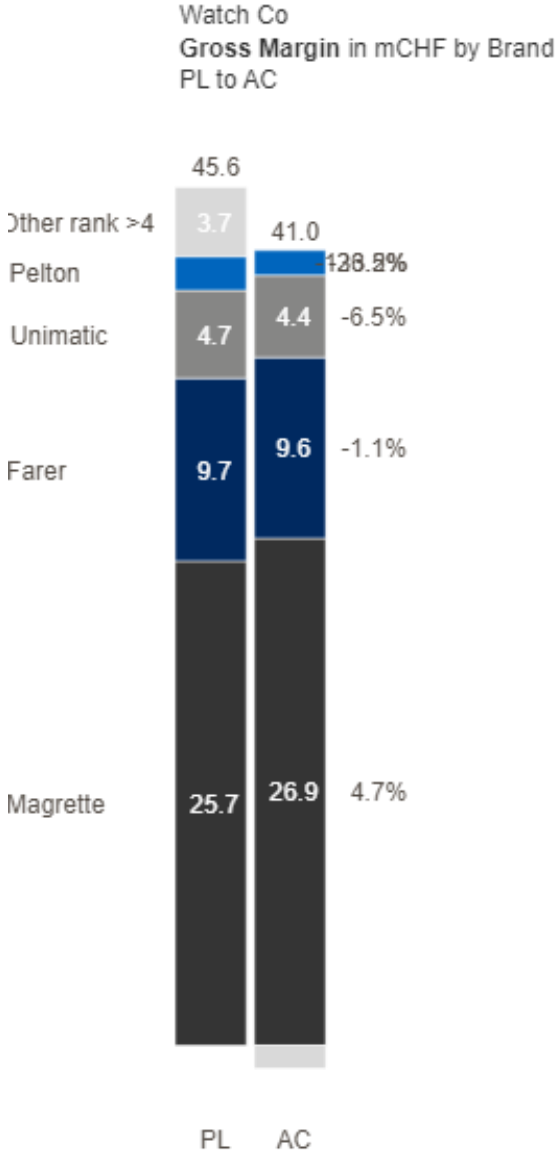
The watch industry is seeing a big shift. People are now leaning more towards smart technology. Traditional watches like Chronographs and Standards are not selling as much. On the other hand, Smart Watches are booming, with their sales growing at an impressive rate of 96.7% annually. This shows how much we're integrating technology into our daily lives and preferring gadgets that do more than one thing. It's a wake-up call for manufacturers to start adding smart features to their watches.



Sales of our products soared between the PL and AC periods, marking a Compound Annual Growth Rate (CAGR) of 19.1%. This surge suggests our products became significantly more popular, capturing a larger market share thanks to effective business strategies. It's clear we're on the right track, with demand for our products growing robustly during this time.



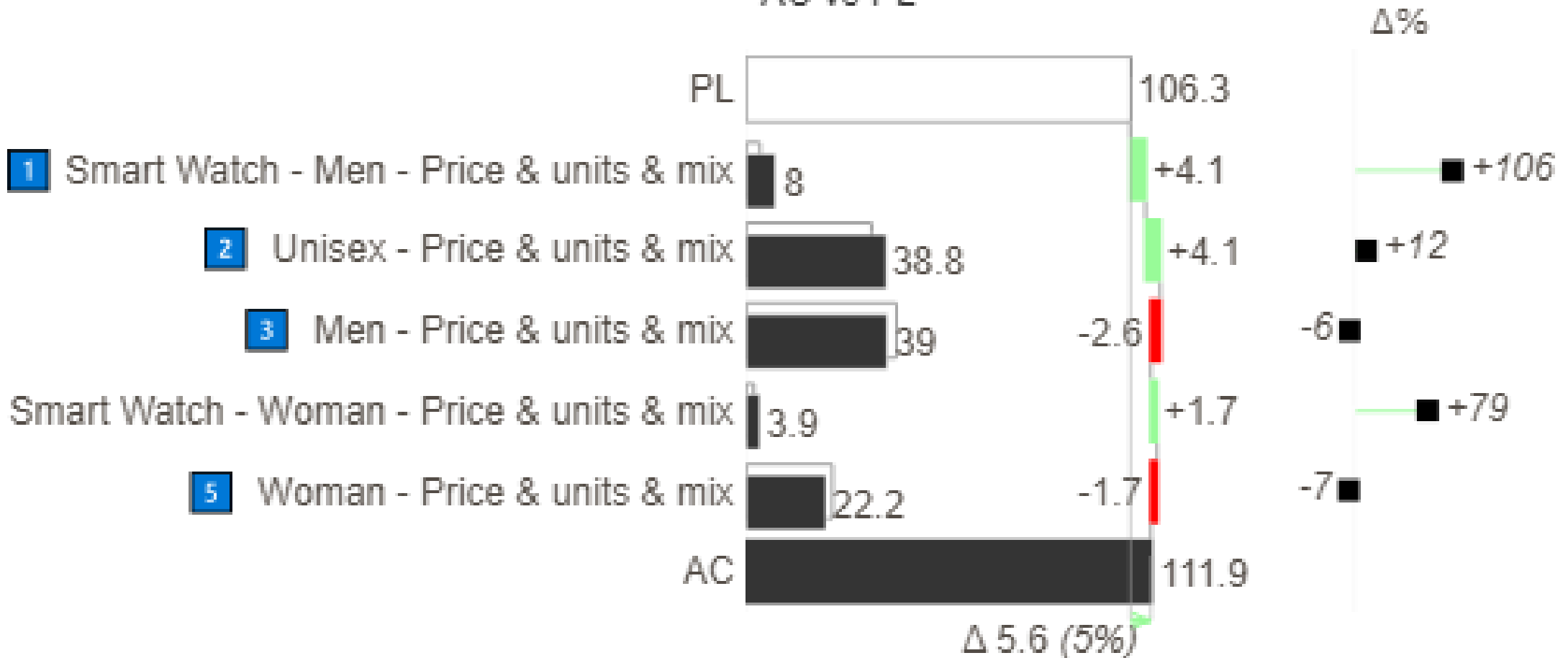
Magrette stands out as the top performer in growth and profitability among five brands. However, Pelton and Other, ranking worse than fourth, face significant challenges due to their negative growth rates and low gross margins. These issues call for urgent strategic changes. Brands should focus on improving cost management, reevaluating their market positions, and considering diversification to boost profitability.



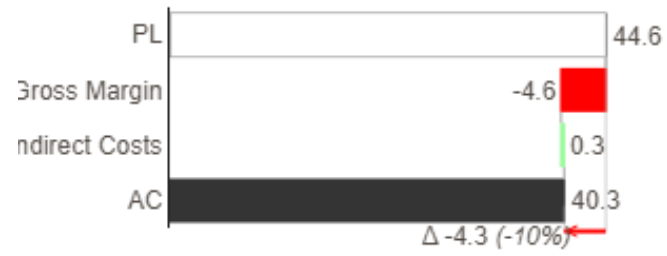
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# Watch Co

Price & Units & Mix in mCHF  
AC vs PL

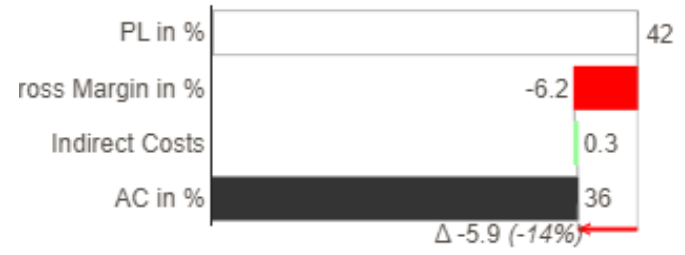


Watch Co  
Gross Margin in mCHF  
AC vs PL

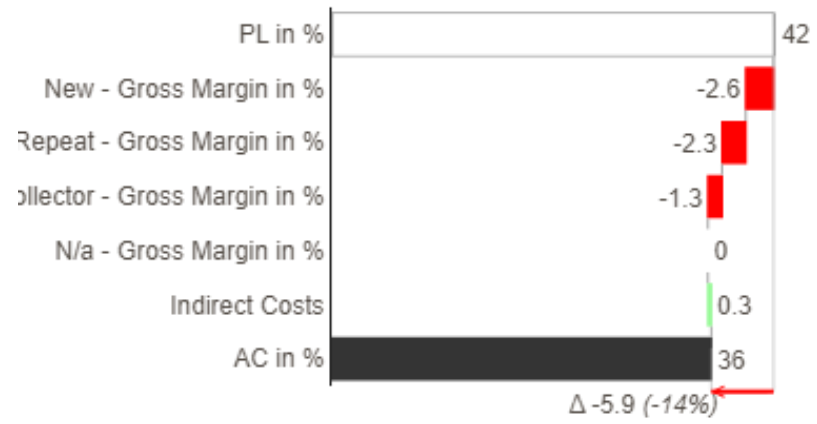




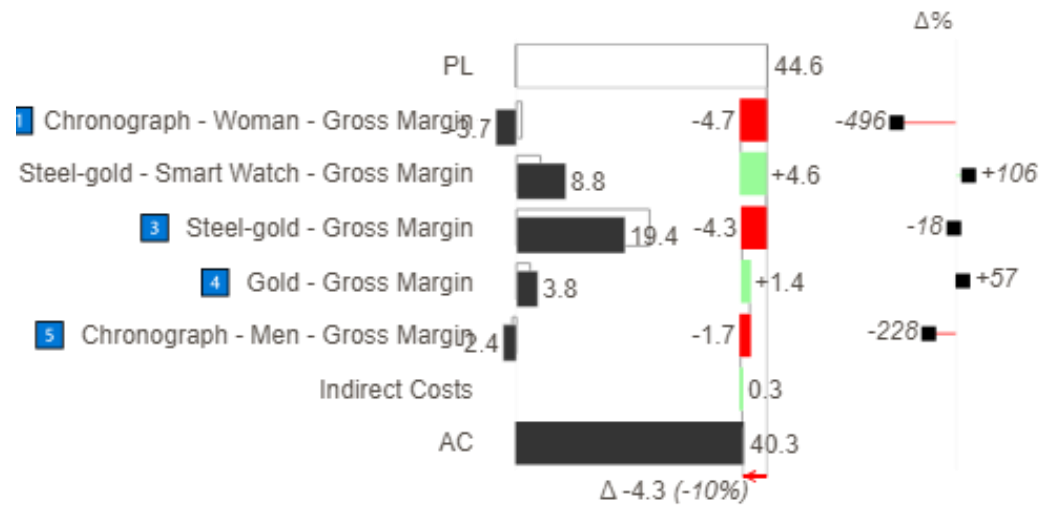
Watch Co  
Gross Margin in % in CHF  
AC vs PY



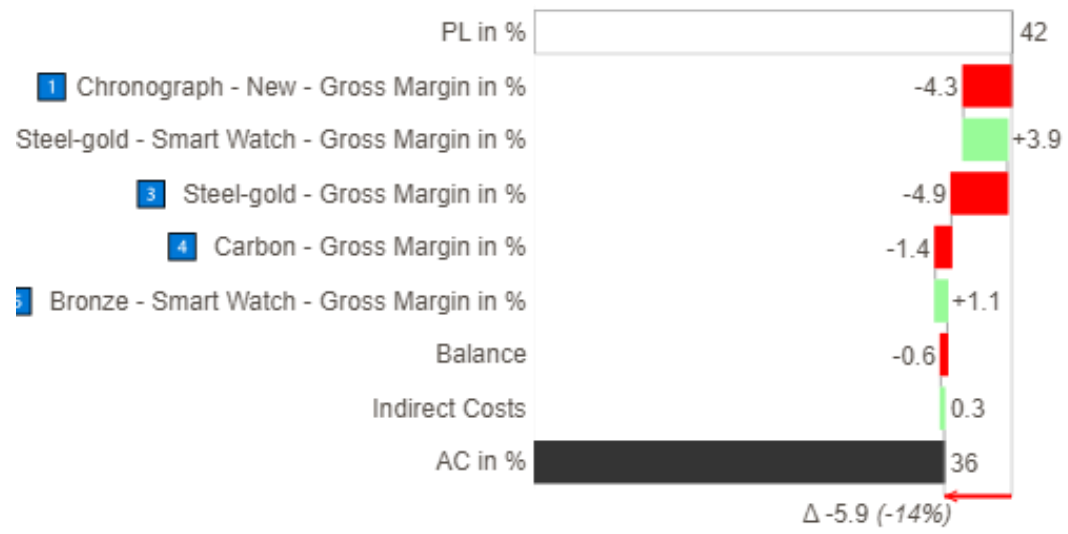
Watch Co  
Gross Margin in % in CHF by Customer  
AC vs PY



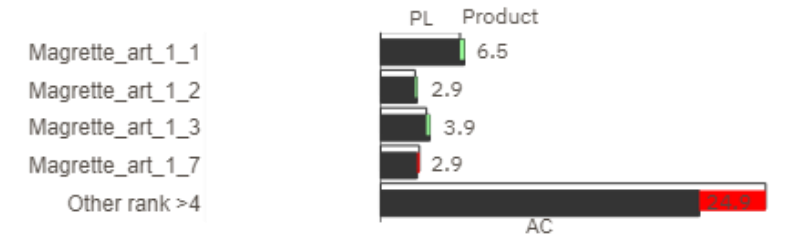
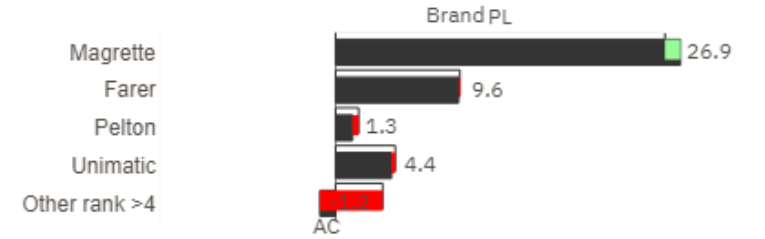
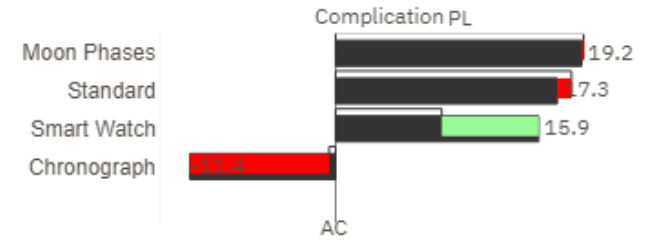
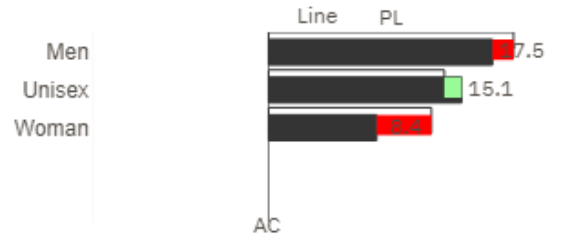
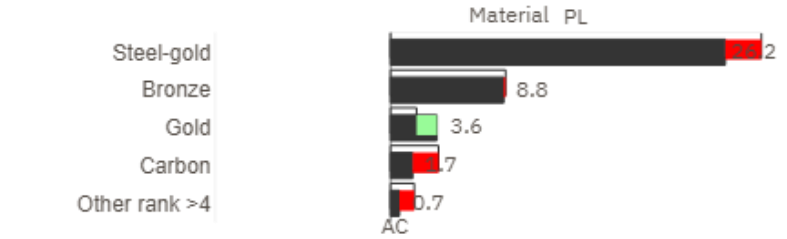
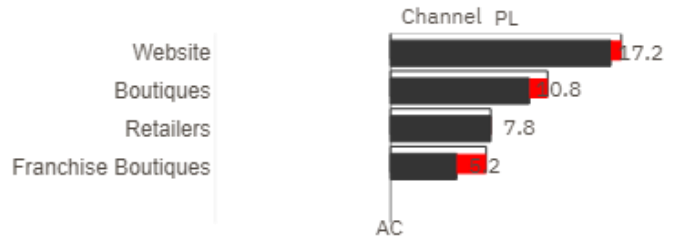
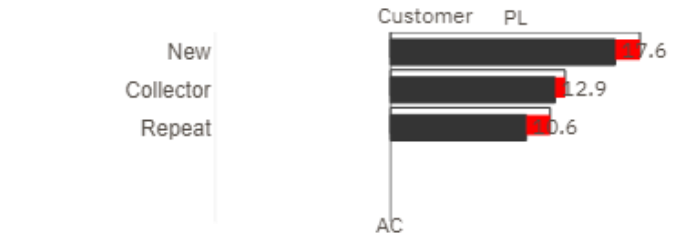
Watch Co  
**Gross Margin** in mCHF  
 AC vs PL



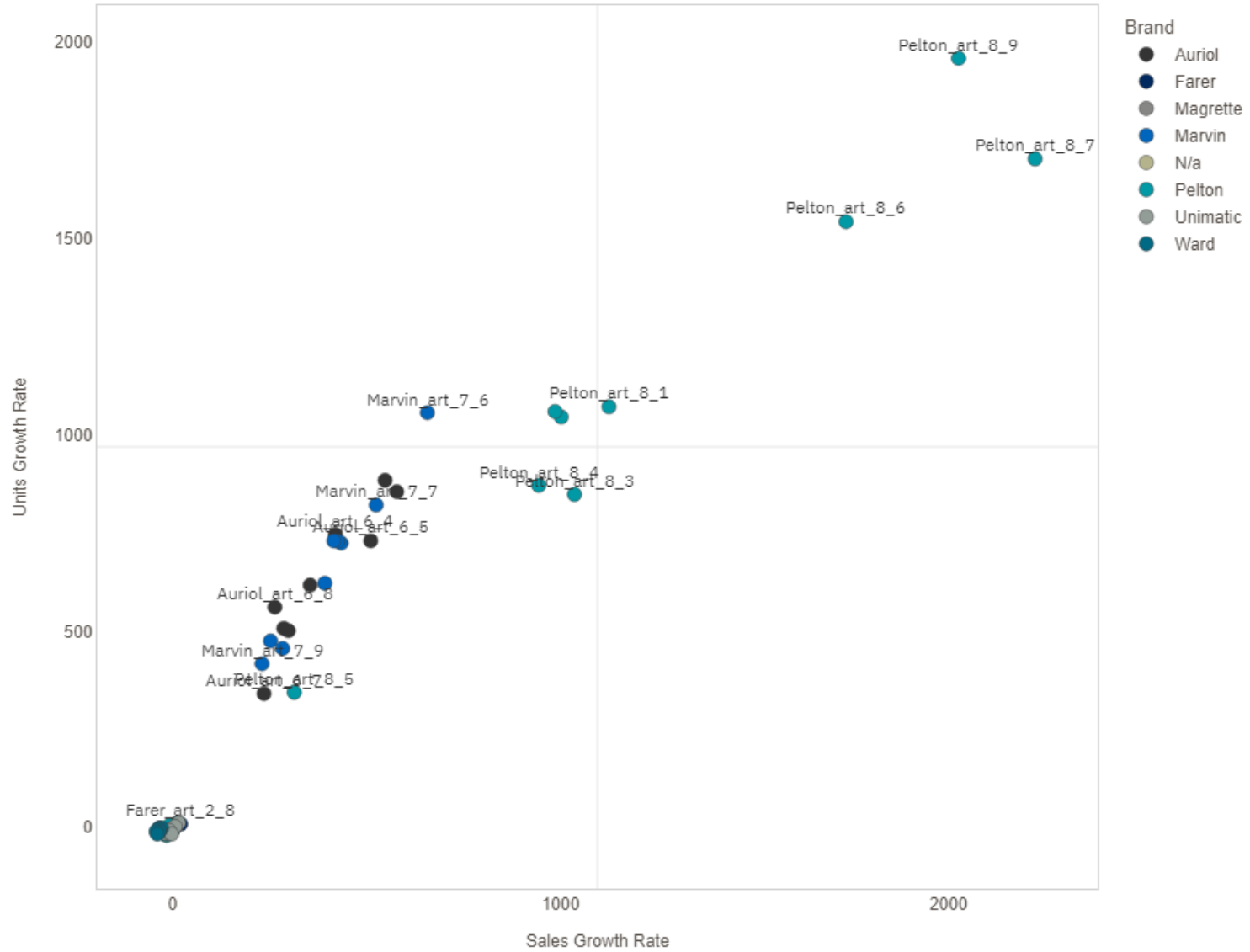
Watch Co  
 Gross Margin in % in CHF  
 AC vs PY

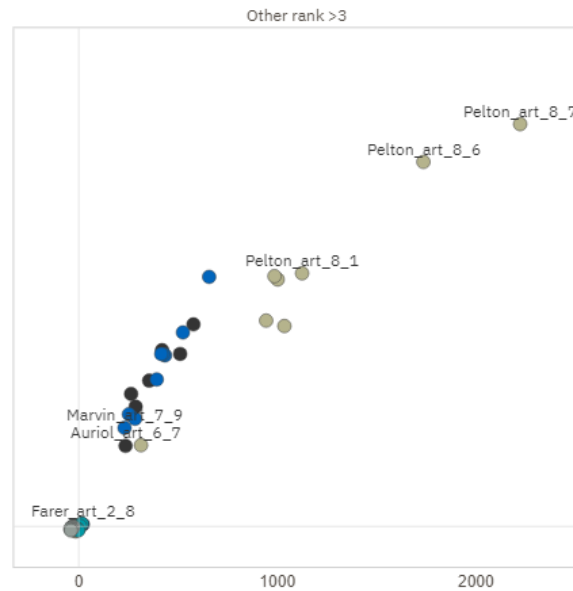
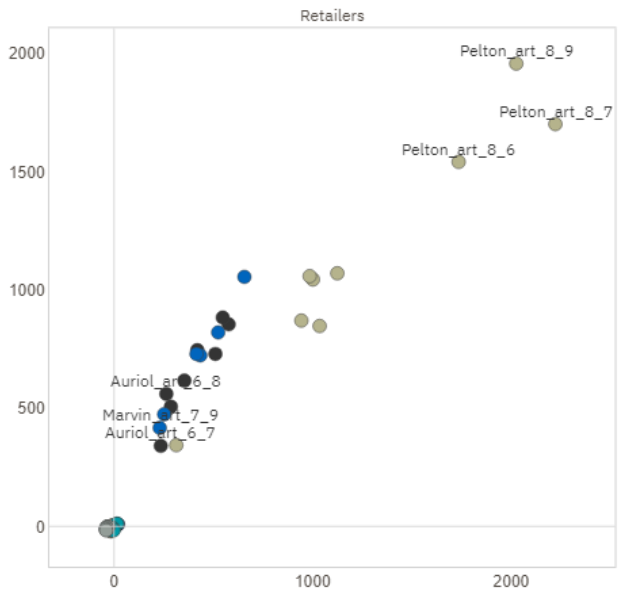
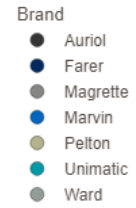
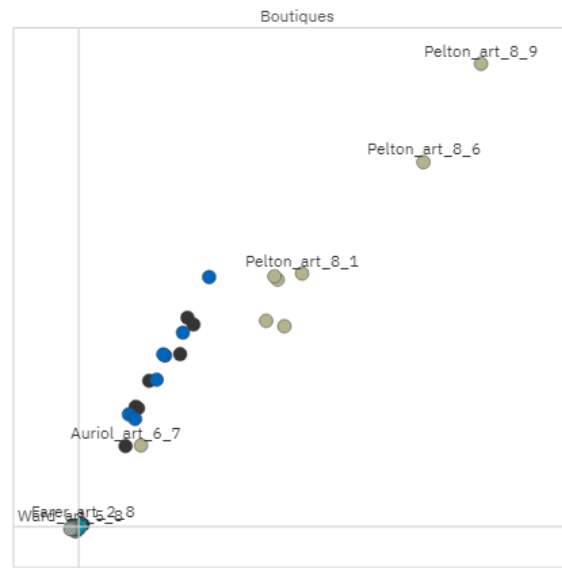
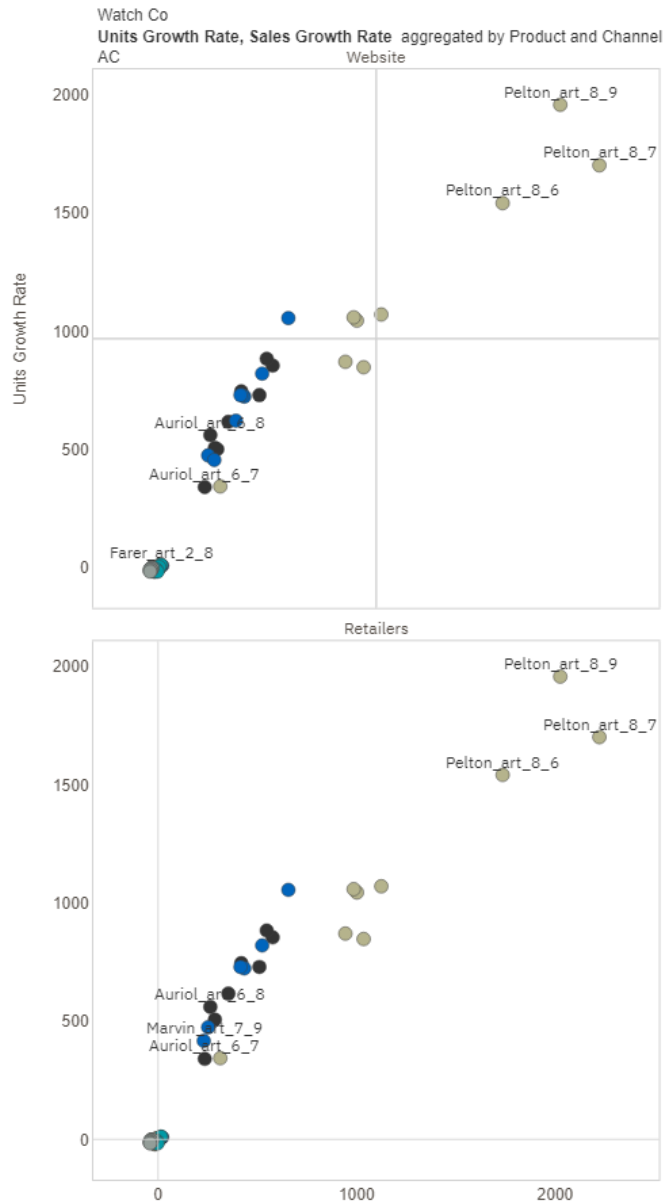


Watch Co  
**Gross Margin** in mCHF by dimension  
 AC vs PL

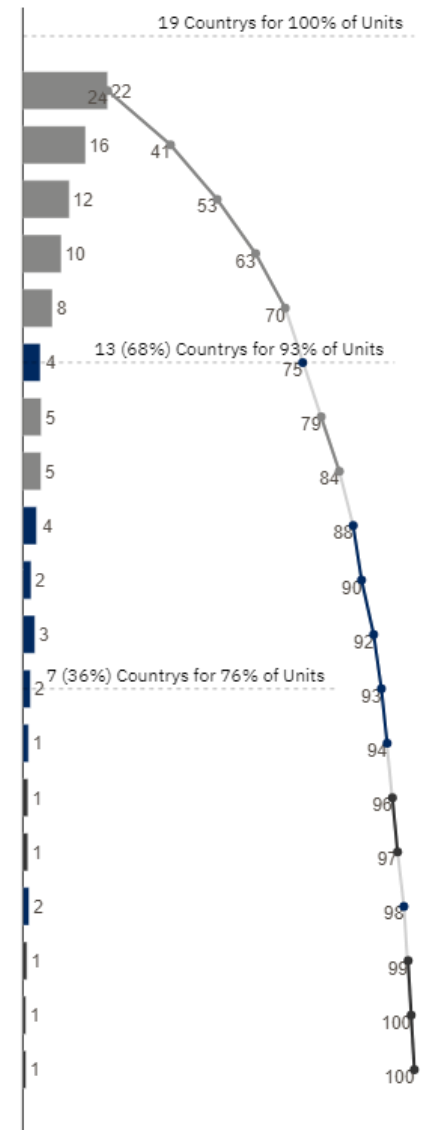
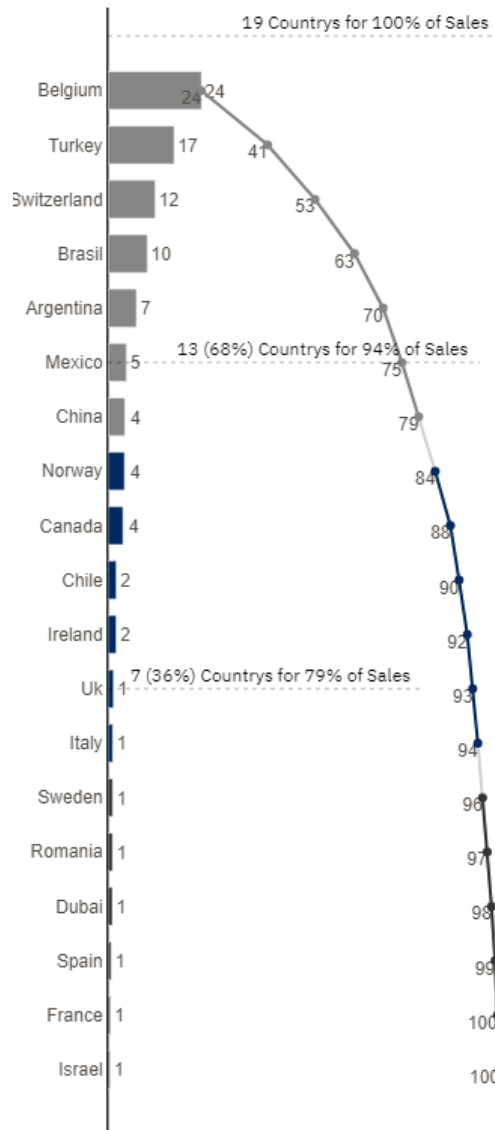


Watch Co  
 Units Growth Rate, Sales Growth Rate aggregated by Product  
 AC





Watch Co  
ABC by sorted Country Sales in CHF  
AC

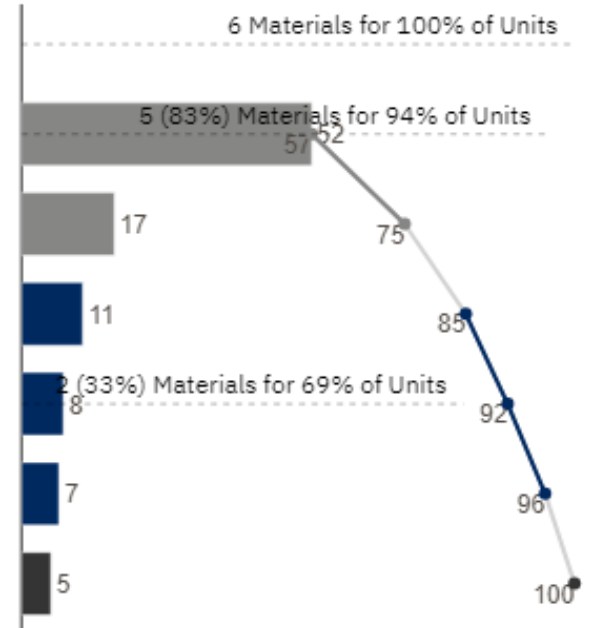
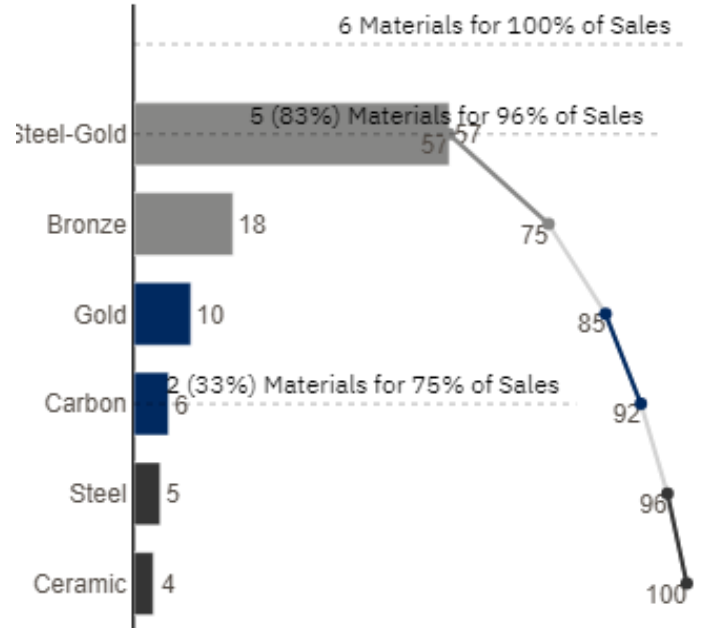




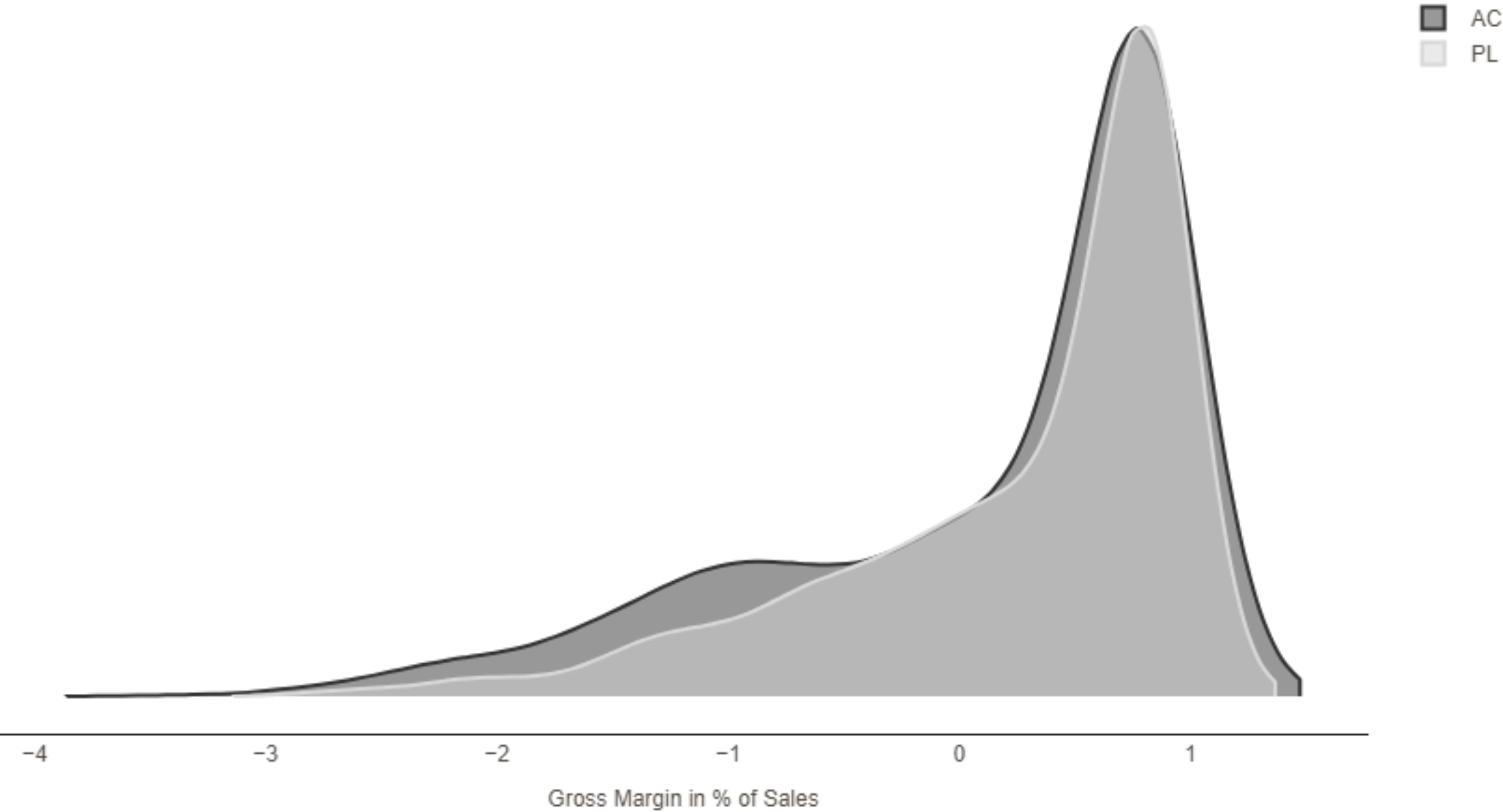
Sales % of total

Units % of total

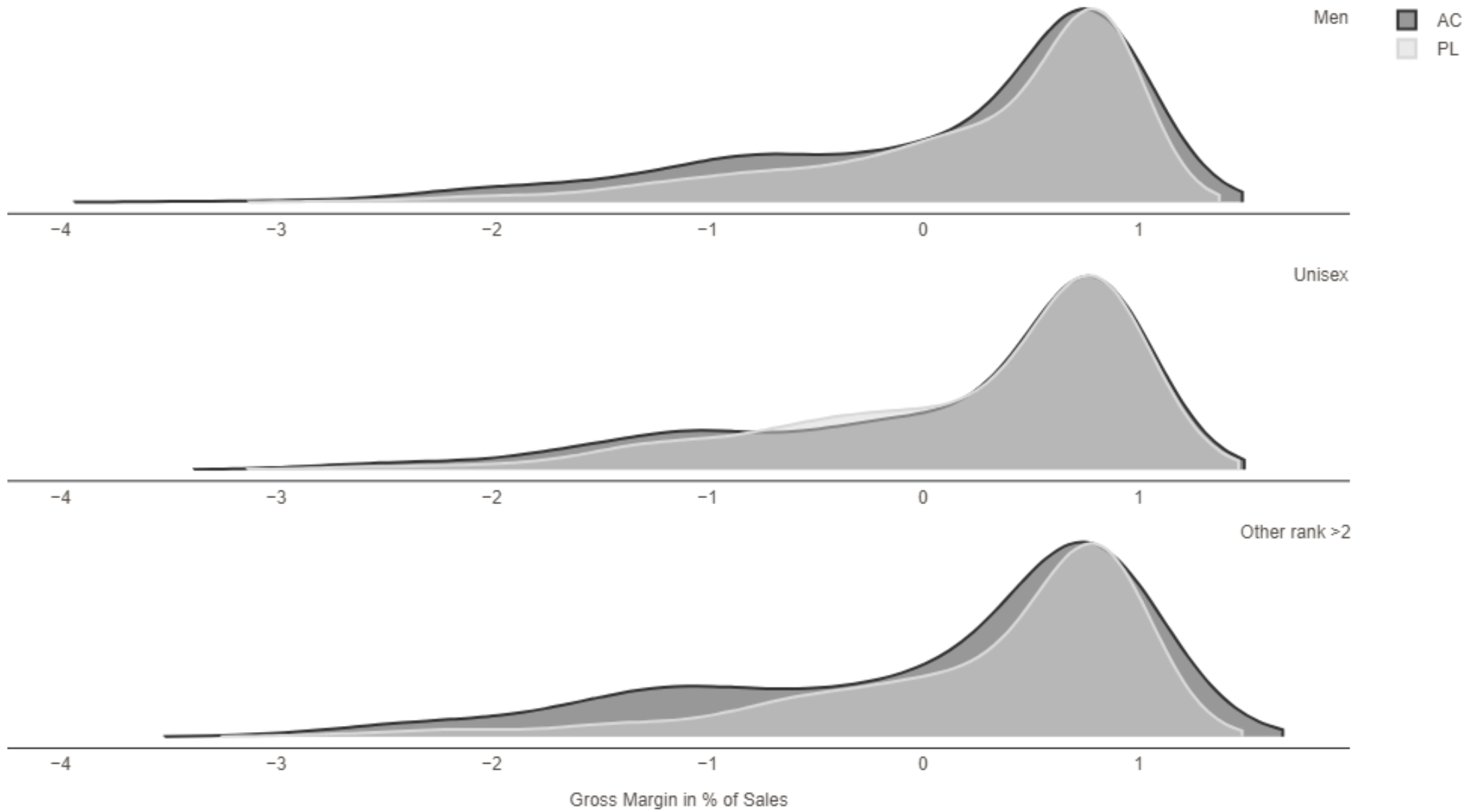
Watch Co  
ABC by sorted Material Sales in CHF  
AC



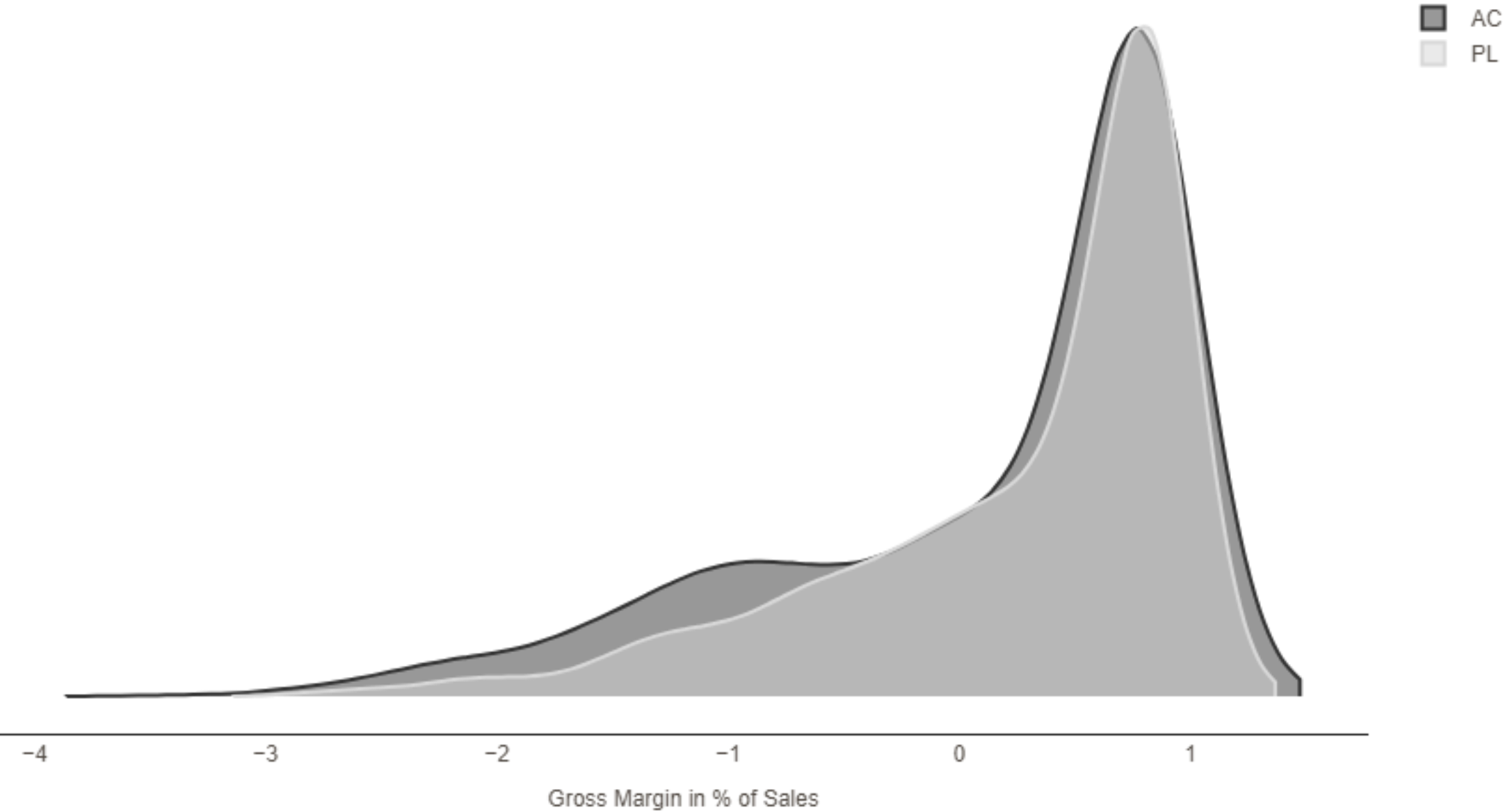
Watch Co  
Gross Margin in % of Sales by observation  
PL vs AC



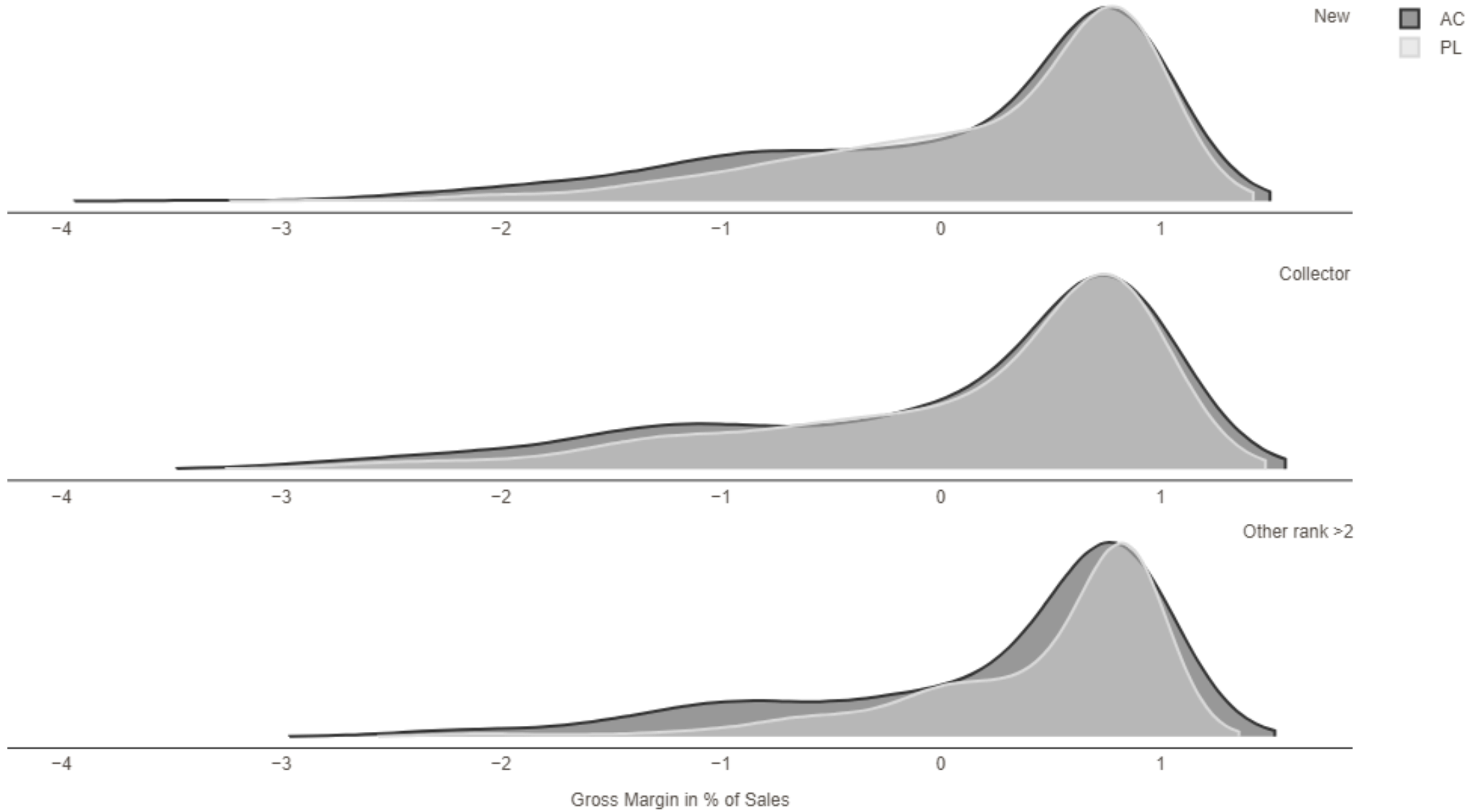
Watch Co  
Gross Margin in % of Sales by observation by Line  
PL vs AC



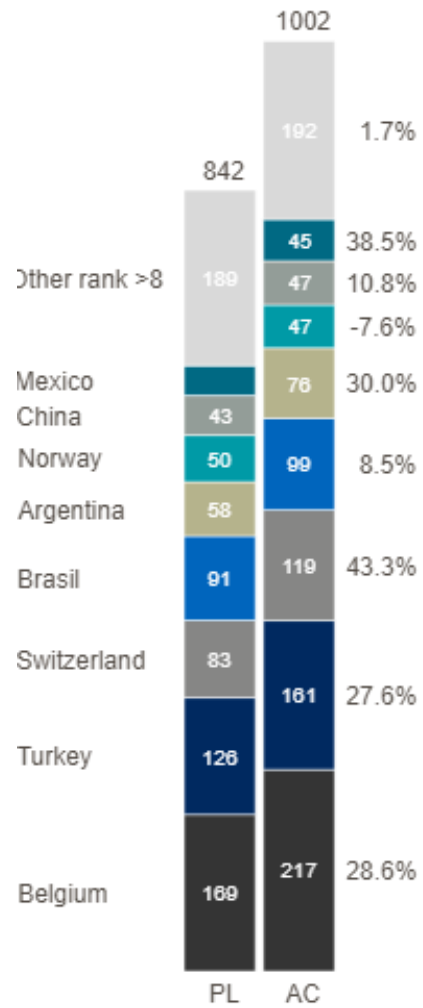
Watch Co  
Gross Margin in % of Sales by observation  
PL vs AC



Watch Co  
Gross Margin in % of Sales by observation by Customer  
PL vs AC



Watch Co  
 Units in k by Country like-for-like C  
 PL to AC



Watch Co  
Bars: Unit Price in CHF. Line: Gross Margin in  
PL to AC

