July 2026

Monthly Sales Report

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For the Board · August 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
727,900.00	**6,169**	**117.99**	**756**
+3.4% vs. June	+1.8% vs. June	+1.6% vs. June	+10.9% vs. June

Revenue and order values are in GBP.

Revenue trend

MONTH	REVENUE	AMOUNT
February		606,800.00
March		635,000.00
April		678,700.00
May		651,900.00
June		704,000.00
July		727,900.00

Highlights

- July was the strongest month of the last six, with revenue up 3.4% on June
- Continental Europe grew 6.2%, the fastest of the four regions
- Stand Mixer Pro led sales with 617 units
- Three of five reps beat their quota, led by Harriet Cole at 117%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
England		346,500.00	47.6%	+3.1%
Scotland and Wales		227,100.00	31.2%	+3.4%
Ireland		107,700.00	14.8%	+3.3%
Continental Europe		46,600.00	6.4%	+6.2%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	**Stand Mixer Pro**	Appliances	617	**184,483.00**	25.3%
2	**Cast Iron Skillet Set**	Cookware	1,656	**140,760.00**	19.3%
3	**Chef Knife Collection**	Cutlery	665	**119,700.00**	16.4%
4	**Linen Table Set**	Textiles	791	**75,145.00**	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Espresso Machine**	Coffee	131	**55,020.00**	7.6%

Sales team

REP	DEALS	REVENUE	QUOTA
Harriet Cole	36	**134,200.00**	**117%**
Owen Doyle	33	**121,600.00**	**111%**
Amira Hassan	29	**106,100.00**	**106%**
Callum Reid	25	**92,300.00**	**92%**
Elise Fontaine	22	**80,100.00**	**84%**

Pipeline outlook

Open pipeline	**1,610,000.00**
Win rate	**24%**
Avg. sales cycle	**36 days**
Forecast (August)	**750,000.00**

Next steps

- Expand the appliances range in Continental Europe, the fastest growing region
- Review pricing on textiles, where margins fell by 1.7 points
- Coach the two reps under quota on late-stage deal handling

Figures cover orders invoiced between July 1 and July 31, 2026, net of returns and discounts. Quota attainment is measured against each rep's monthly target.