

How fast are Karma sales recovering from being 12% below 2007-2008 sales?

Analysis updated by Howard Kaplan, January 1, 2010

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Actual sales 2007-2008	143032	127280	119141	132704	139292	138063	147456	142749	132843	140257	136482	145126
Monthly sales that would mean no recovery	125868	112006	104844	116779	122577	121495	129761	125619	116902	123426	120104	127711
YTD actual sales 2007-2008	143032	270312	389454	522158	661449	799512	946968	1089717	1222560	1362816	1499299	1644424
YTD sales that would mean no recovery	125868	237875	342719	459499	582075	703571	833332	958951	1075853	1199278	1319383	1447093
Sales target, % compared to 2007-2008	-12.0%	-11.5%	-10.9%	-10.4%	-9.8%	-9.3%	-8.7%	-8.2%	-7.6%	-7.1%	-6.5%	-6.0%
Sales target	125868	112701	106144	118951	125616	125261	134587	131069	122699	130311	127549	136418
YTD sales target	125868	238569	344713	463664	589280	714541	849127	980197	1102896	1233207	1360756	1497174
YTD sales target relative to no-recovery line	0	694	1994	4165	7205	10970	15796	21246	27043	33928	41373	50080
Actual sales 2009-2010	119766	115380	105191	114734	127231	121650	125453					
YTD actual sales 2009-2010	119766	235145	340336	455070	582301	703951	829404					
YTD sales, relative to no-recovery line	-6103	-2729	-2383	-4428	226	380	-3928					
YTD sales, % relative to no-recovery line	95.2%	98.9%	99.3%	99.0%	100.0%	100.1%	99.5%					
Actual sales, % of target	95.2%	102.4%	99.1%	96.5%	101.3%	97.1%	93.2%					
YTD sales, relative to target	-6103	-3424	-4377	-8594	-6979	-10590	-19724					
YTD sales, % of target	95.2%	98.6%	98.7%	98.1%	98.8%	98.5%	97.7%					
YTD sales, relative to 2007-2008	-16.3%	-13.0%	-12.6%	-12.8%	-12.0%	-12.0%	-12.4%					
% of desired sales recovery achieved	N.A.	-393.1%	-119.5%	-106.3%	3.1%	3.5%	-24.9%					
YTD summary	Total actual sales YTD are 97.7% of target sales, based on 7 months' data.											
Months of data present	7											

When sales are 12% below 2007-2008, we are making no recovery. At this point in the year, we were hoping that YTD sales would be \$15,796 ahead of the line of no recovery. Instead, they are \$3,928 behind the line of no recovery, and they are \$19,724 behind the targeted sales recovery. There have been only two months out of seven when sales were at least as good as our (rather modest) target.

In summary, sales (relative to our last good year) are essentially the same as they were in the final months of last year, and we are very unlikely to meet our target.

