

ANALYSIS OF THE STATE OF PRODUCT SALES AT SAM PULSAR DISTRIBUTORS LLC

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Abstract

The article analysed the structure and annual pattern of product sales at SAM PULSAR DISTRIBUTORS LLC. Monthly company records for 2025 were examined using systemic, structural, comparative, and dynamic analysis. Sales volumes, revenue, and revenue shares were assessed for PULS, GALAXY, and MOHITO drinks. Monthly seasonality indices, summer sales concentration, and half-year results were calculated. All groups recorded peak sales in July and higher volumes in the second half-year. A management cycle linking demand monitoring, assortment decisions, purchasing, and distribution was proposed. Recommendations addressed aligning inventories with sales patterns, scheduling promotions, digitalising order processing, and planning delivery routes to retail outlets.

Keywords: product sales, distribution, assortment, seasonality index, sales revenue, inventory management, purchase planning, logistics.

Abstract

Maqolada SAM PULSAR DISTRIBUTORS MCHJ mahsulotlari sotuvining tarkibi va yil davomidagi o'zgarishlari tahlil qilindi. Korxonaning 2025-yil oylik sotuv ma'lumotlari asosida tizimli yondashuv, tarkibiy, qiyosiy va dinamik tahlil usullari qo'llanildi. PULS, GALAXY va MOHITO ichimliklarining sotuv hajmi, tushumi hamda umumiy tushumdagi ulushi baholandi. Oylik mavsumiylik indeksleri, yozgi sotuvlar ulushi va yarim yillik natijalar hisoblandi. Uchala mahsulot guruhida iyul oyidagi eng yuqori sotuv hamda ikkinchi yarim yillik hajmining birinchi yarim yillikdan ortishi qayd etildi. Talab monitoringi, assortimentni boshqarish, xaridlarni rejalashtirish va taqsimotni birlashtiruvchi boshqaruv sikli taklif etildi. Zaxiralarni sotuv dinamikasiga moslashtirish, savdo aksiyalarini rejalashtirish, buyurtmalarni qabul qilish va yetkazib berish yo'nalishlarini raqamlashtirish bo'yicha amaliy tavsiyalar ishlab chiqildi.

Kalit so'zlar: mahsulot sotuvlari, distribyutsiya, assortiment, mavsumiylik indeksi, sotuv tushumi, zaxiralarni boshqarish, xaridlarni rejalashtirish, logistika.

Аннотация

В статье были проанализированы структура и внутригодовая динамика продаж продукции ООО SAM PULSAR DISTRIBUTORS. На основе ежемесячных данных компании за 2025 год применялись системный подход, структурный, сравнительный и динамический анализ. Оценивались объемы продаж напитков PULS, GALAXY и MOHITO, выручка и вклад каждой группы в общий результат. Рассчитывались месячные индексы сезонности, доля летних продаж и показатели двух полугодий. Во всех группах отмечены июльский

максимум и превышение продаж второго полугодия над первым. Предложен управленческий цикл, объединяющий мониторинг спроса, управление ассортиментом, планирование закупок и распределение. Разработаны практические рекомендации по согласованию запасов с динамикой продаж, планированию торговых акций, цифровизации приема заказов и маршрутизации поставок в розничные торговые точки.

Ключевые слова: продажи продукции, дистрибуция, ассортимент, индекс сезонности, выручка от продаж, управление запасами, планирование закупок, логистика.

INTRODUCTION

Distribution occupies a pivotal position in the value chain of consumer goods, since it links manufacturers with thousands of retail outlets and, through them, with final consumers. A distributor performs a set of interrelated functions: it accumulates and breaks down product assortments, synchronises supply with the rhythm of demand, finances inventories, organises transportation and warehousing, and transmits market information back to producers. The efficiency with which these functions are carried out determines product availability on store shelves, the speed of capital turnover and, ultimately, the competitiveness of all participants in the channel.

In the Republic of Uzbekistan, the development of trade and logistics infrastructure has become an integral part of the national reform agenda. Presidential Decree No. PF-21 of 16 February 2026 set out additional measures for consistently advancing reforms within the country's development priorities to 2030 [1], creating a favourable environment for private entrepreneurship, modern trade formats and efficient commodity distribution. The consumer market has expanded rapidly: in 2025, retail trade turnover grew by 11.2 percent to 482.4 trillion soums, with small businesses accounting for about 74 percent of sales [2]. As of 1 January 2026, the permanent population of the country exceeded 38.2 million people, having increased by 693.5 thousand over the year [3], which sustains steady growth in demand for everyday consumer goods, including beverages.

The soft drinks segment has several features that make distribution management a demanding task. Beverages are low-priced, fast-moving goods sold through a dense network of small shops, kiosks and catering outlets; their demand depends strongly on air temperature and the season; and product ranges are broad, with numerous flavours and package sizes. Under such conditions, sales analysis by product group and by month becomes the primary source of information for purchase planning, warehouse capacity allocation, route scheduling and the design of trade promotions.

The aim of the article is to assess the state of product sales at SAM PULSAR DISTRIBUTORS LLC on the basis of the company's 2025 monthly sales records, to identify the structure and seasonal pattern of sales across its main product groups, and to substantiate practical recommendations for improving sales and distribution efficiency.

LITERATURE REVIEW

Research on distribution channels has formed a substantial body of theory over recent decades. G. Frazier summarised the progress achieved in understanding how firms organise and manage their channels and identified the functioning of distributors, the coordination of channel members and the allocation of resources among them as key directions for further inquiry [4]. His conclusions underline that a distributor is an active participant in value creation whose decisions on assortment, service levels and territorial coverage directly influence the manufacturer's market results.

The integration of distribution into the broader supply chain has been conceptualised by J. Mentzer and co-authors, who defined supply chain management as the systemic, strategic coordination of traditional business functions within a company and across companies in the chain, aimed at improving long-term performance of individual firms and the chain as a whole [5]. In a separate study, J. Mentzer, D. Flint and G. Hult demonstrated that logistics service quality is perceived by customers as a sequence of components, including order accuracy, timeliness, product condition and the handling of discrepancies, and that these perceptions differ across customer segments [6]. For a beverage distributor, the approach suggests that the requirements of supermarkets, small grocery shops and catering outlets should be served with differentiated logistics parameters.

H. Lee, V. Padmanabhan and S. Whang revealed that demand information tends to become distorted as it moves upstream along a supply chain, causing order variability to exceed the variability of actual consumer demand; the phenomenon, known as the bullwhip effect, is driven by demand forecast updating, order batching, price fluctuations and rationing [7]. Seasonal products such as soft drinks are highly exposed to this effect, which makes accurate monthly sales data a critical resource for the distributor. M. Fisher showed that the choice of supply chain design should correspond to the nature of the product: functional products with predictable demand call for cost-efficient physical supply, while products with less predictable demand require responsive capacity and buffer inventories [8].

Assortment decisions constitute another important research stream. S. Broniarczyk, W. Hoyer and L. McAlister established that consumers' perceptions of assortment variety depend largely on the availability of favourite items and the space allocated to the category, so that reducing low-selling items does not necessarily diminish perceived choice [9]. K. Ailawadi and P. Farris proposed a system of metrics for managing multi-channel and omni-channel distribution, emphasising the breadth and depth of distribution coverage and the share of assortment held in retail outlets as determinants of sales performance [10]. These findings provide a theoretical basis for evaluating the contribution of individual flavours and product groups to a distributor's revenue.

The seasonal dimension of marketing decisions was examined by S. Radas and S. Shugan, who argued that virtually every product is seasonal and developed a method of incorporating known seasonal patterns into dynamic sales models, thereby linking the timing of marketing actions with periods of high demand [11]. Methods of multi-

criteria ABC classification, which allow inventory items to be ranked by their value contribution, were refined by R. Ramanathan through weighted linear optimisation [12]. Together, the reviewed works indicate that the analysis of a distributor's sales should combine structural assessment of the assortment, measurement of seasonality and evaluation of logistics responsiveness.

METHODOLOGY

The empirical basis of the research consists of the monthly sales accounting records of SAM PULSAR DISTRIBUTORS LLC for January-December 2025. The company distributes around 40 beverage items, which were grouped into three product groups: PULS soft drinks in 1.5-litre bottles (six flavours, price of 4,500 soums per bottle, six bottles per block), GALAXY energy drinks in 450 ml cans (price of 8,500 soums per can, twelve cans per block) and MOHITO drinks in 450 ml cans (classic and strawberry flavours, price of 9,550 soums per can, twelve cans per block). Revenue for each month was calculated as the product of sales volume and unit price, and the arithmetic of all tables was verified.

The research applied a systematic approach together with structural, comparative and dynamic analysis. The structural analysis measured the share of each product group and flavour in total sales. The comparative analysis contrasted the first and second halves of the year. Seasonal fluctuations were assessed with the monthly seasonality index, a standard tool of time series decomposition [13]:

$$SI_t = Q_t / Q_m$$

where SI_t is the seasonality index of month t , Q_t is the sales volume in month t , and Q_m is the average monthly sales volume for the year. An index above 1.0 indicates a month of above-average demand, while an index below 1.0 indicates a lower-demand month. The degree of seasonal concentration was expressed as the share of June-August in annual volume, and the ratio of the peak month to the lowest month characterised the amplitude of fluctuations. The results obtained served as the basis for recommendations on purchase planning and assortment management.

ANALYSIS AND RESULTS

The analysis began with PULS soft drinks, the company's largest product group by volume. Table 1 presents monthly sales of the six PULS flavours in 2025.

Table 1.

Monthly sales of PULS 1.5 L drinks in 2025¹

Month	Tarragon, pcs	Orange, pcs	Duchess, pcs	Cola, pcs	Lemon, pcs	Crimson, pcs	Total, pcs	Amount, soums
January	1,200	1,100	950	1,500	1,000	900	6,650	29,925,000
February	1,250	1,150	1,000	1,600	1,050	950	7,000	31,500,000
March	1,400	1,300	1,100	1,850	1,200	1,050	7,900	35,550,000
April	1,550	1,450	1,250	2,000	1,350	1,200	8,800	39,600,000
May	1,700	1,600	1,400	2,250	1,500	1,350	9,800	44,100,000
June	1,900	1,750	1,550	2,500	1,700	1,500	10,900	49,050,000
July	2,100	1,950	1,700	2,800	1,900	1,700	12,150	54,675,000
August	2,000	1,900	1,650	2,700	1,850	1,650	11,750	52,875,000

¹ Source: compiled by the author based on the sales records of SAM PULSAR DISTRIBUTORS LLC for 2025.

Month	Tarragon, pcs	Orange, pcs	Duchess, pcs	Cola, pcs	Lemon, pcs	Crimson, pcs	Total, pcs	Amount, soums
September	1,800	1,700	1,500	2,400	1,650	1,450	10,500	47,250,000
October	1,650	1,550	1,350	2,200	1,500	1,300	9,550	42,975,000
November	1,500	1,400	1,250	2,000	1,350	1,150	8,650	38,925,000
December	1,700	1,600	1,400	2,300	1,550	1,350	9,900	44,550,000
Total	19,750	18,450	16,100	26,100	17,600	15,550	113,550	510,975,000

In 2025, the company sold 113,550 bottles of PULS drinks for a total of 510,975,000 soums. Cola was the leading flavour with 26,100 bottles, or 23.0 percent of the group's volume, and its sales exceeded those of every other flavour in each month of the year. Tarragon (19,750 bottles) and Orange (18,450 bottles) followed, confirming stable consumer preference for classic lemonade flavours. Lemon, Duchess and Crimson recorded 17,600, 16,100 and 15,550 bottles respectively; even the flavour with the smallest volume sold more than 1,290 bottles per month on average, which demonstrates that the whole PULS range enjoys consistent demand. Monthly volume rose steadily from 6,650 bottles in January to 12,150 bottles in July, an increase of 83 percent.

The next product group comprises GALAXY energy drinks. Their sales dynamics are shown in Table 2.

Table 2.
Monthly sales of GALAXY 450 ml energy drinks in 2025¹

Month	Quantity, pcs	Full blocks	Amount, soums
January	2,500	208	21,250,000
February	2,700	225	22,950,000
March	3,000	250	25,500,000
April	3,300	275	28,050,000
May	3,600	300	30,600,000
June	4,000	333	34,000,000
July	4,500	375	38,250,000
August	4,300	358	36,550,000
September	3,900	325	33,150,000
October	3,500	291	29,750,000
November	3,100	258	26,350,000
December	3,400	283	28,900,000
Total	41,800	3,483	355,300,000

GALAXY sales totalled 41,800 cans worth 355,300,000 soums. Volume increased consistently from 2,500 cans in January to 4,500 cans in July, while August sales remained close to the peak at 4,300 cans. Demand for energy drinks was supported by active consumption among young people during the warm season. The autumn months showed a moderate decrease, yet December sales (3,400 cans) exceeded those of February, March and November, reflecting a favourable end-of-year demand pattern.

¹ Source: compiled by the author based on the sales records of SAM PULSAR DISTRIBUTORS LLC for 2025; the number of full blocks was calculated at 12 cans per block.

MOHITO drinks, the third product group, include classic and strawberry flavours. Their sales are presented in Table 3.

Table 3.
Monthly sales of MOHITO 450 ml drinks in 2025¹

Month	Classic, pcs	Strawberry, pcs	Total, pcs	Amount, soums
January	1,000	850	1,850	17,667,500
February	1,050	900	1,950	18,622,500
March	1,150	1,000	2,150	20,532,500
April	1,300	1,100	2,400	22,920,000
May	1,450	1,250	2,700	25,785,000
June	1,650	1,400	3,050	29,127,500
July	1,850	1,600	3,450	32,947,500
August	1,800	1,550	3,350	31,992,500
September	1,600	1,400	3,000	28,650,000
October	1,450	1,250	2,700	25,785,000
November	1,300	1,100	2,400	22,920,000
December	1,500	1,300	2,800	26,740,000
Total	17,100	14,700	31,800	303,690,000

The company sold 31,800 cans of MOHITO drinks for 303,690,000 soums. The classic flavour accounted for 17,100 cans, or 53.8 percent of the group's volume, and led in every month of the year, while the strawberry flavour sold 14,700 cans and maintained a steady share of close to half of the group's sales. MOHITO had the highest unit price among the three groups, which allowed it to generate substantial revenue with a comparatively smaller physical volume and made it an important contributor to the company's average transaction value.

To compare the three product groups, generalised indicators were calculated on the basis of Tables 1-3. They are summarised in Table 4.

Table 4.
Generalised sales indicators of SAM PULSAR DISTRIBUTORS LLC by product group, 2025²

Indicator	PULS	GALAXY	MOHITO	Total
Annual volume, pcs	113,550	41,800	31,800	187,150
Annual revenue, million soums	510.98	355.30	303.69	1,169.97
Share in total revenue, %	43.7	30.4	26.0	100.0
Average monthly volume, pcs	9,463	3,483	2,650	-
Seasonality index in July (peak)	1.28	1.29	1.30	-
Seasonality index in January (lowest)	0.70	0.72	0.70	-
Ratio of July to January volume	1.83	1.80	1.86	-
Share of June-August in annual volume, %	30.6	30.6	31.0	-
Growth of H2 volume over H1, %	22.4	18.8	25.5	-

¹ Source: compiled by the author based on the sales records of SAM PULSAR DISTRIBUTORS LLC for 2025.

² Source: calculated by the author based on Tables 1-3.

Table 4 shows that the three product groups generated 1,169.97 million soums of revenue in 2025. PULS drinks provided the largest share at 43.7 percent, GALAXY energy drinks accounted for 30.4 percent and MOHITO drinks for 26.0 percent. The revenue structure is well balanced: no single group dominates to an extent that would make the company dependent on one product line, and each group makes a meaningful contribution to turnover. Monthly revenue across the three groups increased from 68.84 million soums in January to 125.87 million soums in July.

The seasonality indices revealed a highly consistent pattern across all product groups. For each group, the lowest index was recorded in January (0.70-0.72) and the highest in July (1.28-1.30), while the June-August period accounted for 30.6-31.0 percent of annual volume against the 25 percent that an even distribution would imply. The coincidence of seasonal peaks indicates that demand for the company's entire portfolio responds to the same climatic and consumption factors, which simplifies centralised planning of purchases, warehouse space and delivery routes. Following the reasoning of Radas and Shugan [11], this regularity enables the company to time promotions and the introduction of new flavours to periods when the market is most receptive.

A notable positive result is that second-half sales exceeded first-half sales in all product groups: by 22.4 percent for PULS, 18.8 percent for GALAXY and 25.5 percent for MOHITO. Even after the summer peak, September and October volumes remained above the annual average, and December showed renewed growth compared with November. The outcome is consistent with a strengthening of the company's position in its market during the year, over and above purely seasonal fluctuations.

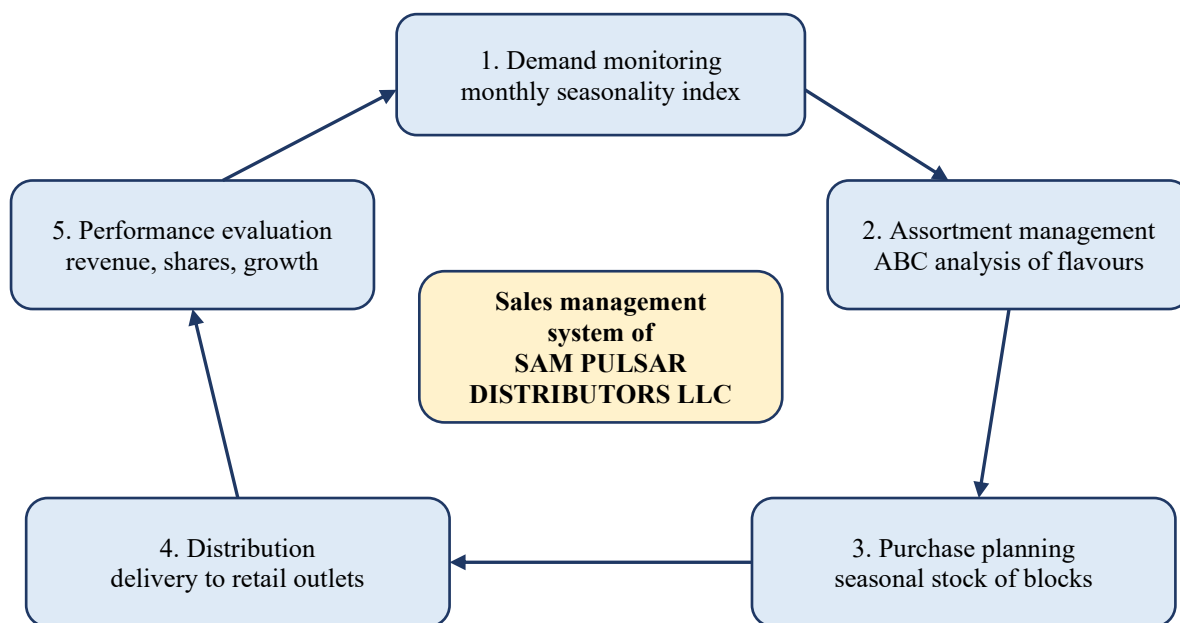


Figure 1. Cycle of seasonal sales management at a beverage distributor¹

¹ Source: developed by the author.

Figure 1 presents the cycle of seasonal sales management proposed on the basis of the analysis. The cycle starts with monitoring demand through monthly seasonality indices, continues with assortment management based on the contribution of each flavour, moves to purchase planning in blocks with seasonal stock adjustments, proceeds to distribution to retail outlets and ends with the evaluation of sales performance, whose results feed the next round of demand monitoring. The cycle transforms historical sales data into a regular management routine and allows the company to respond to demand changes in advance.

Applying ABC logic [12] to the results of Tables 1 and 3 identifies Cola, Tarragon and classic MOHITO as items requiring priority stock availability during the peak season, while the remaining flavours form a stable supporting assortment that sustains the variety perceived by consumers [9]. Coordinating stock levels with seasonality indices reduces the risk of amplified order fluctuations described by Lee and co-authors [7] and supports high logistics service quality for retail customers [6].

CONCLUSIONS AND SUGGESTIONS

The analysis of product sales at SAM PULSAR DISTRIBUTORS LLC confirmed that the company operates an effective sales and distribution system. In 2025, the three main product groups generated 1,169.97 million soums of revenue, with PULS drinks providing 43.7 percent, GALAXY energy drinks 30.4 percent and MOHITO drinks 26.0 percent. Cola in the PULS group and the classic flavour in the MOHITO group were the most popular items. Sales of all groups followed a clear and consistent seasonal pattern with a peak in July, and second-half volumes exceeded first-half volumes by 18.8-25.5 percent, which is consistent with the strengthening of the company's market position.

Calculations based on the company's sales records determined the annual revenue of each product group: PULS sales amounted to 510.98 million soums, GALAXY sales to 355.30 million soums and MOHITO sales to 303.69 million soums. The seasonality indices and the proposed sales management cycle provide the company with a quantitative basis for planning purchases, inventories and marketing activities.

Based on the results, the following recommendations are put forward. First, purchase volumes of all product groups should be planned with monthly seasonality indices, increasing stocks from May onwards so that inventories match the July-August peak. Second, ABC classification of flavours should be carried out quarterly to ensure uninterrupted availability of Cola, Tarragon and classic MOHITO in retail outlets during the high season. Third, joint promotions with retail outlets in the January-March period, when seasonality indices are lowest, would help smooth the annual sales curve and use warehouse and transport capacity more evenly. Fourth, the company should extend its distribution coverage with priority for MOHITO and GALAXY products, whose higher unit prices increase revenue per delivery. Fifth, digital order-taking and route planning tools for sales representatives would shorten the order cycle and strengthen the quality of logistics service for retail customers.

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