**Ultimate Action Sports Gear**

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**TO:** Michael Dixon, President

**FROM:** Irene Shviktar, Vice President Marketing

**DATE:** November 1, 2018

**SUBJECT:** Sales by State

We have been pleased with the number of customers entering all our retailing outlets. The addition of the merchandise category experts to talk with customers about new technologies and travel opportunities has exceeded our expectations in increasing sales. The following table is a record of our quarterly sales listed by state:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Merchandise | Colorado | New Mexico | Oregon | Washington |
| Fishing | $114,626 | $170,698 | $164,426 | $181,949 |
| Camping | $995,829 | $155,892 | $553,209 | $709,689 |
| Rock Climbing | $385,958 | $268,934 | $577,836 | $916,656 |
| Winter Sports | $1,311,794 | $1,235,790 | $1,529,598 | $1,482,004 |
| Action Sports | $241,341 | $955,554 | $569,370 | $626,958 |
| Water Sports | $441,172 | $135,576 | $781,099 | $960,370 |
| Team Sports | $726,414 | $391,873 | $905,204 | $348,089 |
| Racquet Sports | $227,458 | $87,232 | $214,120 | $176,340 |
| Fitness | $1,705,677 | $1,057,227 | $1,991,815 | $1,675,831 |
| Golf | $217,510 | $139,140 | $153,813 | $141,593 |
| Apparel | $153,986 | $182,169 | $162,621 | $144,327 |
| Footwear | $129,413 | $127,584 | $116,225 | $175,424 |