

# Management Summary & Key Projects Jul 17

## Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£5,184,071	£5,227,061	↓ -0.8%	£15,879,884	↓ -2.5%
Direct Sales	£1,758,131	£2,024,916	↓ -13.2%	£5,284,205	↓ -17.9%
Rebate plus fee income	£676,600	£605,300	↑ 11.8%	£1,476,300	↑ 29.0%
<b>Total Sales (inc Gas &amp; Rebates)</b>	£8,334,204	£8,633,399	↓ -3.5%	£27,421,789	↓ -8.4%
Stores Margin %	27.48%	27.50%	↓ -0.02pp	27.79%	↑ 0.11pp
Directs Margin %	13.75%	13.00%	↑ 0.75pp	13.20%	↑ 0.13pp
<b>Total Gross Margin inc Consumables Cost</b>	£2,427,853	£2,386,190	↑ 1.7%	£7,431,019	↓ -0.9%
Total Expenditure	£1,485,097	£1,488,500	↑ 0.2%	£5,855,564	↑ 5.4%
Surplus	£942,756	£897,690	↑ £45,066	£1,575,455	↑ £265,959
<b>Net Profit Margin %</b>	11.31%	10.40%	↑ 0.91pp	5.75%	↑ 1.37pp
<b>Operations cost as a proportion of sales</b>	15.1%	14.8%	↓ -0.31pp	17.6%	↑ 0.67pp
<b>Expenditure as a proportion of Gross Margin</b>	61.2%	62.4%	↑ 1.21pp	78.8%	↑ 3.74pp

## MOV

	TY YTD	LY YTD	Var
<b>AOV</b>	£179.35	£166.21	↑ £13.13
<b>Prop of orders over £15</b>	97.1%	96.4%	↑ 0.68pp

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