

Management Summary & Key Projects Sep 17

Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£4,035,454	£4,390,359	↓ -8.1%	£24,520,635	↓ -1.4%
Direct Sales	£2,133,468	£2,183,064	↓ -2.3%	£9,227,547	↓ -10.7%
Rebate plus fee income	£418,300	£417,200	↑ 0.3%	£2,443,300	↑ 27.3%
Total Sales (inc Gas & Rebates)	£7,210,139	£7,656,510	↓ -5.8%	£42,340,702	↓ -4.9%
Stores Margin %	28.29%	26.50%	↑ 1.79pp	27.23%	↑ 0.29pp
Directs Margin %	13.06%	14.00%	↓ -0.94pp	13.19%	↓ -0.41pp
Total Gross Margin inc Consumables Cost	£1,887,128	£1,949,902	↓ -3.2%	£11,357,866	↑ 1.8%
Total Expenditure	£1,503,249	£1,499,953	↓ -0.2%	£8,782,982	↑ 3.4%
Surplus	£383,878	£449,949	↓ -£66,071	£2,574,884	↑ £513,063
Net Profit Margin %	5.32%	5.88%	↓ -0.55pp	6.08%	↑ 1.45pp
Operations cost as a proportion of sales	18.8%	17.9%	↓ -0.92pp	17.4%	↑ 0.56pp
Expenditure as a proportion of Gross Margin	79.7%	76.9%	↓ -2.73pp	77.3%	↑ 4.18pp

MOV

	TY YTD	LY YTD	Var
AOV	£166.04	£154.18	↑ £11.86
Prop of orders over £15	96.9%	96.2%	↑ 0.70pp

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