

# Management Summary & Key Projects Dec 17

## Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£1,514,438	£1,453,489	↑ 4.2%	£32,285,974	↓ -0.8%
Direct Sales	£812,362	£856,315	↓ -5.1%	£13,141,626	↓ -10.8%
Rebate plus fee income	£174,600	£317,300	↓ -45.0%	£4,019,200	↑ 15.7%
Total Sales (Exc Gas)	£2,505,100	£2,643,704	↓ -5.2%	£50,329,862	↓ -2.8%
Stores Margin %	27.93%	28.00%	↓ -0.07pp	27.55%	↑ 0.33pp
Directs Margin %	12.91%	13.00%	↓ -0.09pp	13.24%	↓ -0.23pp
Total Gross Margin inc Consumables Cost	£740,961	£879,938	↓ -15.8%	£15,812,670	↑ 1.3%
Total Expenditure	£1,260,219	£1,384,987	↑ 9.0%	£13,063,295	↑ 2.6%
Surplus	-£519,258	-£505,049	↓ -£14,209	£2,749,375	↑ £549,660
Net Profit Margin %	-20.73%	-19.10%	↓ -1.62pp	5.46%	↑ 1.21pp
Operations cost as a proportion of sales	42.5%	49.8%	↑ 7.36pp	20.2%	↑ 0.45pp

## MOV

	TY YTD	LY YTD	Var
AOV	£153.47	£145.17	↑ £8.30
Prop of orders over £15	96.8%	96.2%	↑ 0.54pp

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