

Management Summary & Key Projects Mar 18

Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£2,231,661	£2,518,463	↓ -11.4%	£41,441,284	↓ -2.3%
Direct Sales	£1,434,706	£1,385,434	↑ 3.6%	£17,156,141	↓ -10.6%
Rebate plus fee income	£1,164,600	£1,287,900	↓ -9.6%	£6,608,000	↑ 8.3%
Total Sales (Exc Gas)	£4,834,713	£5,215,913	↓ -7.3%	£66,219,776	↓ -3.9%
Stores Margin %	24.99%	28.56%	↓ -3.57pp	27.46%	↓ -0.08pp
Directs Margin %	12.61%	13.00%	↓ -0.39pp	12.99%	↓ -0.40pp
Total Gross Margin inc Consumables Cost	£1,927,884	£2,238,164	↓ -13.9%	£21,588,089	↓ -1.6%
Total Expenditure	£1,389,122	£1,429,578	↑ 2.8%	£17,279,987	↑ 2.6%
Surplus	£538,761	£808,586	↓ -£269,825	£4,308,102	↑ £108,144
Net Profit Margin %	11.14%	15.50%	↓ -4.36pp	6.51%	↑ 0.41pp
Operations cost as a proportion of sales	34.6%	29.6%	↓ -5.04pp	22.8%	↑ 0.28pp
Expenditure as a proportion of Gross Margin	72.1%	63.9%	↓ -8.18pp	80.0%	↑ 0.82pp

MOV

	TY YTD	LY YTD	Var
AOV	£146.65	£138.93	↑ £7.72
Prop of orders over £15	96.8%	96.4%	↑ 0.44pp

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