

Management Summary Jul 18

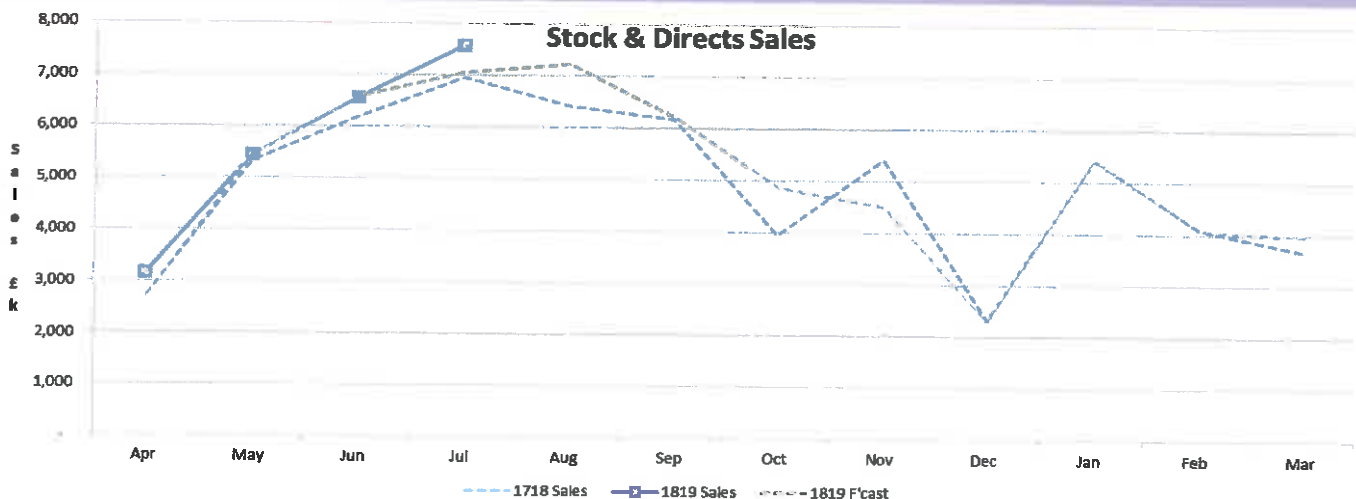
Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£5,323,318	£5,303,256	↑ 0.4%	£16,853,881	↑ 2.8%
Direct Sales	£2,241,056	£1,737,102	↑ 29.0%	£5,860,278	↑ 8.4%
Rebate plus fee income	£738,000	£697,600	↑ 5.8%	£2,050,600	↑ 34.7%
Total Sales (Exc Gas)	£8,333,471	£7,812,904	↑ 6.7%	£25,427,799	↑ 5.4%
Stores Margin %	27.67%	28.40%	↓ -0.73pp	28.23%	↓ -0.57pp
Directs Margin %	8.71%	13.85%	↓ -5.15pp	11.14%	↓ -2.24pp
Total Gross Margin inc Consumables Cost	£2,464,325	£2,546,655	↓ -3.2%	£8,246,330	↑ 4.6%
Total Expenditure	£1,516,448	£1,549,982	↑ 2.2%	£6,224,645	↑ 0.1%
Surplus	£947,876	£996,673	↓ -£48,797	£2,021,685	↑ £365,427
Net Profit Margin %	11.37%	12.76%	↓ -1.38pp	7.95%	↑ 1.09pp
Operations cost as a proportion of sales	15.7%	16.3%	↑ 0.60pp	20.4%	↑ 0.22pp
Expenditure as a proportion of Gross Margin	61.5%	60.9%	↓ -0.67pp	76.0%	↑ 2.96pp

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£192.59	£185.76	↑ £6.84
Prop of orders over £15	97.3%	97.1%	↑ 0.26pp

Graph - Sales vs. Forecast



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