

## Management Summary Sep 18

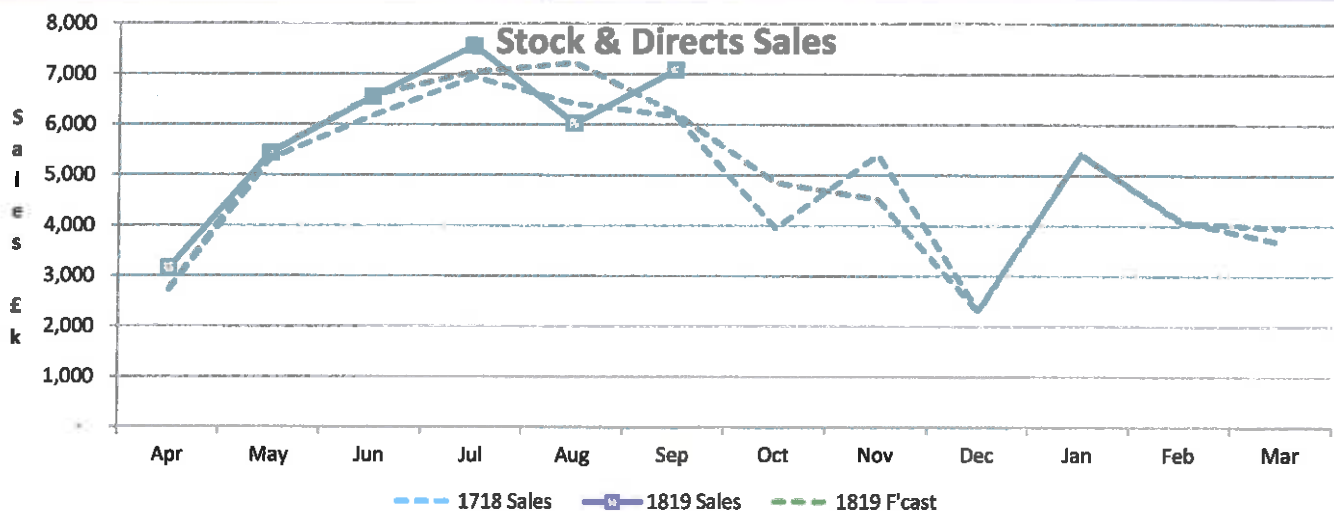
### Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
<b>Stores Sales</b>	£4,798,475	£4,092,817	↑ 17.2%	£25,861,561	↑ 2.7%
<b>Direct Sales</b>	£2,282,039	£2,133,968	↑ 6.9%	£9,959,258	↓ -1.2%
<b>Rebate plus fee income</b>	£461,000	£431,200	↑ 6.9%	£3,108,600	↑ 23.4%
<b>Total Sales (Exc Gas)</b>	£7,571,773	£6,688,393	↑ 13.2%	£39,630,031	↑ 2.4%
<b>Stores Margin %</b>	28.66%	29.50%	↓ -0.84pp	27.85%	↓ -0.54pp
<b>Directs Margin %</b>	15.04%	13.50%	↑ 1.54pp	12.84%	↑ 0.45pp
<b>Total Gross Margin inc Consumables Cost</b>	£2,236,836	£1,984,418	↑ 12.7%	£12,467,411	↑ 3.6%
<b>Total Expenditure</b>	£1,558,647	£1,532,248	↓ -1.7%	£9,364,858	↓ -1.3%
<b>Surplus</b>	£678,189	£452,170	↑ £226,019	£3,102,552	↑ £318,600
<b>Net Profit Margin %</b>	8.96%	6.76%	↑ 2.20pp	7.83%	↑ 0.64pp
<b>Operations cost as a proportion of sales</b>	17.2%	20.1%	↑ 2.88pp	20.0%	↓ -0.07pp
<b>Expenditure as a proportion of Gross Margin</b>	69.7%	77.2%	↑ 7.53pp	75.1%	↑ 1.74pp

### Customer Order KPI's

	TY YTD	LY YTD	Var
<b>AOV</b>	£181.87	£172.63	↑ £9.24
<b>Prop of orders over £15</b>	97.1%	96.9%	↑ 0.20pp

### Graph - Sales vs. Forecast



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