

# Management Summary Dec 18

## Management Summary

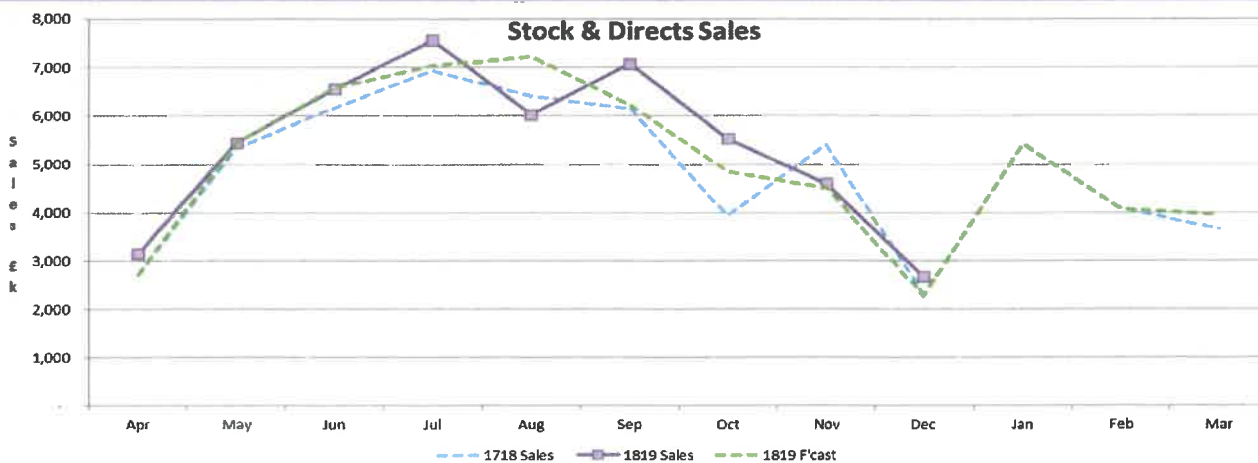
	Actual	Budget /LY	Var	YTD Actual	YTD Var
<b>Stores Sales</b>	£1,703,322	£1,510,129	↑ 12.8%	£34,211,430	↑ 3.7%
<b>Direct Sales</b>	£968,424	£788,963	↑ 22.7%	£14,404,256	↑ 3.4%
<b>Rebate plus fee income</b>	£513,200	£180,100	↑ 185.0%	£5,021,300	↑ 21.2%
<b>Total Sales (Exc Gas)</b>	£3,202,015	£2,495,803	↑ 28.3%	£54,324,963	↑ 4.3%
<b>Stores Margin %</b>	27.46%	30.00%	↓ -2.54pp	28.16%	↓ -0.52pp
<b>Directs Margin %</b>	13.90%	13.50%	↑ 0.40pp	13.20%	↑ 0.46pp
<b>Total Gross Margin inc Consumables Cost</b>	£1,159,866	£783,603	↑ 48.0%	£17,509,473	↑ 5.2%
<b>Total Expenditure</b>	£1,551,835	£1,391,489	↓ -11.5%	£14,137,884	↓ -3.3%
<b>Surplus</b>	£-391,969	£-607,886	↑ £215,917	£3,371,589	↑ £409,897
<b>Net Profit Margin %</b>	-12.24%	-24.36%	↑ 12.11pp	6.21%	↑ 0.52pp
<b>Operations cost as a proportion of sales</b>	52.9%	60.1%	↑ 7.19pp	23.0%	↑ 0.45pp
<b>Expenditure as a proportion of Gross Margin</b>	133.8%	177.6%	↑ 43.78pp	80.7%	↑ 1.46pp

	Actual	Budget /LY	Var	YTD Actual	YTD Var
<b>Eduzone Sales</b>	£39,123	£30,000	↑ 30.4%	£386,315	↑ 1.2%

## Customer Order KPI's

	TY YTD	LY YTD	Var
<b>AOV</b>	£161.75	£153.46	↑ £8.30
<b>Prop of orders over £15</b>	96.9%	96.8%	↑ 0.14pp

## Graph - Sales vs. Forecast



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