

Management Summary Apr 21

Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£2,556,652	£2,108,753	↑ 21.2%	£2,556,652	↑ 21.2%
Direct Sales	£1,096,498	£492,711	↑ 122.5%	£1,096,498	↑ 122.5%
Rebate plus fee income	£796,301	£445,765	↑ 78.6%	£796,301	↑ 78.6%
Total Sales (Exc Gas)	£4,444,869	£3,050,138	↑ 45.7%	£4,444,869	↑ 45.7%
Stores Margin %	31.17%	31.27%	↓ (0.10%)	31.17%	↓ (0.10%)
Directs Margin %	11.46%	14.58%	↓ (3.12%)	11.46%	↓ (3.12%)
Total Gross Margin inc Consumables Cost	£1,750,306	£1,221,222	↑ 43.3%	£1,750,306	↑ 43.3%
Total Expenditure	£1,759,720	£1,781,578	↑ 1.2%	£1,759,720	↑ 1.2%
Surplus	(£9,415)	(£60,357)	↑ £50,942	(£9,415)	↑ £50,942
Net Profit Margin %	(0.21%)	(1.37%)	↑ 18.16%	(0.21%)	↑ 18.16%

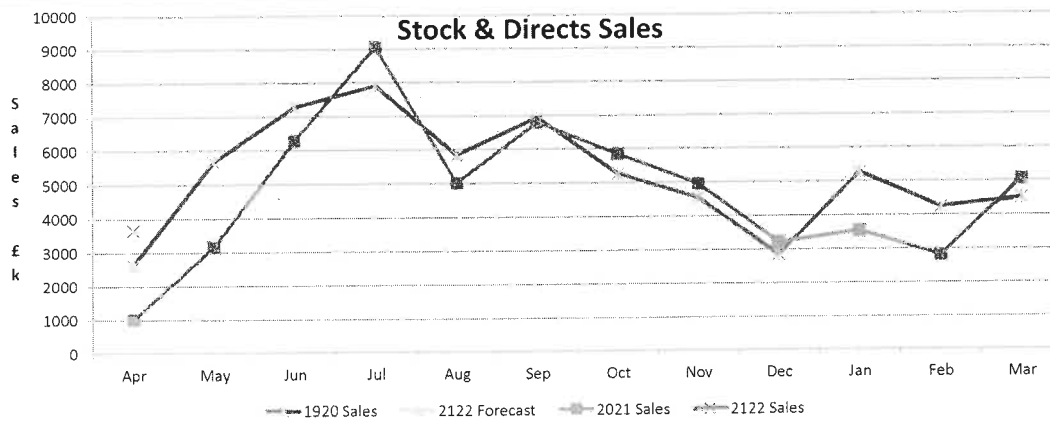
Operations cost as a proportion of sales	44.1%	53.6%	↓ (9.49%)	44.1%	↓ (9.49%)
Expenditure as a proportion of Gross Margin	109.1%	122.5%	↓ (13.42%)	109.1%	↓ (13.42%)

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Eduzone Sales	£53,080	£40,800	↑ 30.1%	£53,080	↑ 30.1%

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£156.79	£211.99	↓ (£55.20)
Prop of orders over £15	97.2%	95.8%	↑ 1.34pp

Graph - Sales vs. Forecast



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