

Management Summary Jul 21

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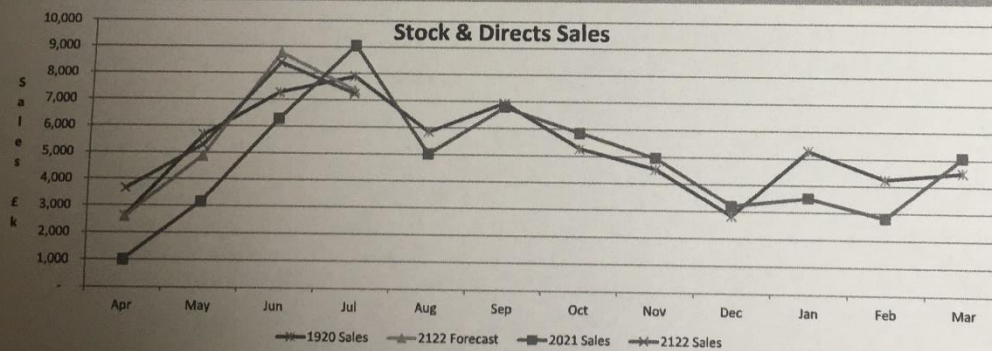
	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
Stores Sales	£5,797,449	£5,241,713	↑ 10.6%	£18,979,563	£18,020,888	↑ 5.3%
Direct Sales	£1,697,471	£2,125,655	↓ -20.1%	£5,852,291	£5,595,559	↑ 4.6%
Rebate plus fee Income	£1,436,753	£1,371,289	↑ 4.8%	£3,457,024	£2,810,224	↑ 23.0%
Total Sales (Exc Gas)	£8,967,944	£8,741,567	↑ 2.6%	£28,899,940	£27,041,308	↑ 6.9%
Stores Margin %	31.04%	31.27%	↓ (0.24%)	30.29%	31.27%	↓ (0.98%)
Directs Margin %	17.87%	14.58%	↑ 3.29%	15.57%	14.58%	↑ 0.99%
Total Gross Margin inc Consumables Cost	£3,590,932	£3,340,783	↑ 7.5%	£10,832,926	£9,990,970	↑ 8.4%
Total Expenditure	£1,798,439	£1,768,591	↓ -1.7%	£7,446,782	£7,316,975	↓ -1.8%
Surplus	£1,792,493	£1,572,192	↑ £220,301	£3,386,144	£2,673,995	↑ £712,149
Net Profit Margin %	18.68%	16.62%	↑ 2.06%	10.19%	8.41%	↑ 1.78%
Operations cost as a proportion of sales	18.7%	18.7%	↑ 0.05%	22.4%	23.0%	↓ (0.61%)
Expenditure as a proportion of Gross Margin	50.1%	52.9%	↓ (2.86%)	68.7%	73.2%	↓ (4.49%)

	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
Eduzone Sales	£64,685	£54,400	↑ 18.9%	£254,904	£217,600	↑ 17.1%

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£231.03	£266.27	↓ (£35.24)
Prop of orders over £15	97.5%	97.7%	↓ -0.12pp

Graph - Sales vs. Forecast



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