

Management Summary Sep 22

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	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£6,951,917	£5,986,037	↑ 16.1%	£31,087,592	↑ 7.4%
Direct Sales	£3,245,558	£2,710,656	↑ 19.7%	£12,336,047	↑ 24.5%
Rebate plus fee income	£538,230	£388,609	↑ 38.5%	£5,467,114	↑ 18.5%
Total Sales (Exc Gas)	£9,816,189	£9,465,266	↑ 3.7%	£48,639,574	↑ 9.3%
Stores Margin %	24.31%	30.70%	↓ (6.39%)	28.98%	↓ (1.72%)
Directs Margin %	14.65%	14.80%	↓ (0.15%)	15.04%	↑ 0.24%
Total Gross Margin inc Consumables Cost	£2,780,532	£2,687,248	↑ 3.5%	£17,264,225	↑ 8.8%
Total Expenditure	£2,163,114	£1,977,776	↑ 9.4%	£12,096,428	↑ 2.7%
Surplus	£617,418	£709,472	↓ -£92,054	£5,167,798	↑ £1,073,035
Net Profit Margin %	6.29%	7.50%	↓ -1.21%	10.62%	↑ 1.42%
	Actual	Budget /LY	Var	YTD Actual	YTD Var
Eduzone Sales	£60,513	£98,116	↓ -38.3%	£263,588	↓ -39.1%

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£233.80	£212.21	↑ £21.59
Prop of orders over £15	97.1%	97.4%	↓ -0.24pp

Graph - Sales vs. Forecast

Stock & Directs Sales



