

Management Summary Apr 23

Management Summary

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Stores Sales	£3,002,363	£2,681,281	↑ 12.0%	£3,002,363	↑ 12.0%
Direct Sales	£1,037,094	£1,119,763	↓ -7.4%	£1,037,094	↓ -7.4%
Rebate plus fee income	£1,452,706	£1,306,736	↑ 11.2%	£1,452,706	↑ 11.2%
Total Sales (Exc Gas)	£5,536,331	£5,114,031	↑ 8.3%	£5,536,331	↑ 8.3%
Stores Margin %	32.4%	31%	↑ 1.41%	0.324072173	↑ 1.41%
Directs Margin %	8.0%	15%	↓ (6.65%)	0.080389852	↓ (6.65%)
Total Gross Margin Inc Consumables Cost	£2,594,530	£2,338,104	↑ 11.0%	£2,594,530	↑ 11.0%
Total Expenditure	£1,949,365	£2,040,017	↓ -4.4%	£1,949,365	↓ -4.4%
Surplus	£645,166	£298,087	↑ £347,079	£645,166	↑ £347,079
Net Profit Margin %	11.65%	5.83%	↑ 5.82%	11.65%	↑ 5.82%

	Actual	Budget /LY	Var	YTD Actual	YTD Var
Eduzone Sales	£41,799	£46,729	↓ -10.6%	£41,799	↓ -10.6%

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£201.83	£171.79	↑ £30.04
Prop of orders over £15	97.2%	97.2%	↑ 0.04pp

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