

Management Summary Apr 24

Management Summary

	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
Stores Sales	£3,120,118	£3,014,732	↑ 3.5%	£3,120,118	£3,014,732	↑ 3.5%
Direct Sales	£1,002,467	£1,092,185	↓ -8.2%	£1,002,467	£1,092,185	↓ -8.2%
Rebate plus fee Income (£k)	£1,401,133	£1,484,057	↓ -5.6%	£1,401,133	£1,484,057	↓ -5.6%
Total Sales (Exc Gas)	£5,583,923	£5,628,474	↓ -0.8%	£5,583,923	£5,628,474	↓ -0.8%
Stores Margin %	34.9%	31.6%	↑ 3.22%	34.9%	31.6%	↑ 3.2%
Direcets Margin %	14.8%	10.6%	↑ 4.23%	14.8%	10.6%	↑ 4.23%
Total Gross Margin Inc Consumables Cost	£2,727,475	£2,603,100	↑ 4.8%	£2,727,475	£2,603,100	↑ 4.8%
Total Expenditure	£2,166,629	£2,276,560	↓ -4.8%	£2,166,629	£2,276,560	↓ -4.8%
Surplus	£560,846	£326,539	↑ £234,306	£560,846	£326,539	↑ £234,306
Net Profit Margin %	10.0%	5.8%	↑ 4.2%	10.0%	5.8%	↑ 4.2%

	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
Eduzone Sales	£55,456	£35,750	↑ 55.1%	£55,456	£35,750	↑ 55.1%

Customer Order KPI's

	TY YTD	LY YTD	Var
AOV	£189.62	£201.83	↓ (£12.21)
Prop of orders over £15	97.5%	97.2%	↑ 0.22pp

This page is intentionally left blank