

Management Summary Jul 24

Management Summary

| | Actual | Budget /LY | Var | YTD Actual | Budget YTD | YTD Var |
|---|-------------|-------------|------------|-------------|-------------|------------|
| Stores Sales | £7,650,946 | £8,049,271 | ↓ -4.9% | £25,912,760 | £26,233,118 | ↓ -1.2% |
| Direct Sales | £1,797,054 | £1,837,725 | ↓ -2.2% | £5,799,109 | £6,593,766 | ↓ -12.1% |
| Rebate plus fee Income (£k) | £1,678,962 | £1,799,312 | ↓ -6.7% | £4,968,586 | £5,039,188 | ↓ -1.4% |
| Total Sales (Exc Gas) | £11,170,780 | £11,899,605 | ↓ -6.1% | £37,273,677 | £40,574,306 | ↓ -8.1% |
| Stores Margin % | 28.7% | 28.2% | ↑ 0.53% | 28.6% | 28.1% | ↑ 0.5% |
| Directs Margin % | 18.3% | 13.3% | ↑ 4.94% | 17.5% | 16.8% | ↑ 0.70% |
| Total Gross Margin Inc Consumables Cost | £4,272,972 | £4,497,330 | ↓ -5.0% | £14,104,628 | £14,199,360 | ↓ -0.7% |
| Total Expenditure | £2,481,147 | £2,609,370 | ↓ -4.9% | £9,622,424 | £10,128,037 | ↓ -5.0% |
| Surplus | £1,791,825 | £1,887,959 | ↓ -£96,134 | £4,482,204 | £4,071,323 | ↑ £410,881 |
| Net Profit Margin % | 16.0% | 15.9% | ↑ 0.2% | 12.0% | 10.0% | ↑ 2.0% |

| | Actual | Budget /LY | Var | YTD Actual | Budget YTD | YTD Var |
|---------------|---------|------------|---------|------------|------------|---------|
| Eduzone Sales | £43,644 | £43,750 | ↓ -0.2% | £185,192 | £172,000 | ↑ 7.7% |

Customer Order KPI's

| | TY YTD | LY YTD | Var |
|-------------------------|---------|---------|----------|
| AOV | £294.56 | £289.95 | ↑ £4.61 |
| Prop of orders over £15 | 97.5% | 97.4% | ↑ 0.08pp |

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