

## Management Summary Jan 25

### Management Summary

	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
<b>Stores Sales</b>	£3,231,143	£4,136,263	↓ -21.9%	£47,823,065	£50,082,525	↓ -4.5%
<b>Direct Sales</b>	£957,681	£1,150,771	↓ -16.8%	£15,411,804	£17,125,419	↓ -10.0%
<b>Rebate plus fee income (£k)</b>	£1,526,317	£1,576,213	↓ -3.2%	£11,339,839	£10,236,002	↑ 10.8%
<b>Total Sales (Exc Gas)</b>	£5,749,111	£6,916,302	↓ -16.9%	£75,493,403	£84,631,075	↓ -10.8%
<b>Stores Margin %</b>	30.8%	35.1%	↓ (4.31%)	30.2%	31.2%	↓ (1.0%)
<b>Directs Margin %</b>	16.1%	-1.7%	↑ 17.82%	18.4%	16.9%	↑ 1.53%
<b>Total Gross Margin Inc Consumables Cost</b>	£2,681,756	£3,072,089	↓ -12.7%	£29,873,618	£32,978,239	↓ -9.4%
<b>Total Expenditure</b>	£2,151,603	£2,346,552	↓ -8.3%	£22,783,204	£24,146,885	↓ -5.6%
<b>Surplus</b>	£530,154	£725,537	↓ -£195,383	£7,090,413	£8,831,354	↓ -£1,740,940
<b>Net Profit Margin %</b>	9.2%	10.5%	↓ -1.3%	9.4%	10.4%	↓ -1.0%

	Actual	Budget /LY	Var	YTD Actual	Budget YTD	YTD Var
<b>Eduzone Sales</b>	£55,164	£58,751	↓ -6.1%	£484,721	£507,500	↓ -4.5%

### Customer Order KPI's

	TY YTD	LY YTD	Var
<b>AOV</b>	£228.09	£228.03	↑ £0.06
<b>Prop of orders over £15</b>	97.1%	97.1%	↑ 0.01pp

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