

Management Summary Jul 25

Management Summary

| | Actual | Budget /LY | Var | YTD Actual | Budget YTD | YTD Var |
|---|-------------|-------------|------------|-------------|-------------|------------|
| Stores Sales | £8,358,668 | £8,435,213 | ↓ -0.9% | £25,955,867 | £27,259,825 | ↓ -4.8% |
| Direct Sales | £1,886,084 | £1,764,047 | ↑ 6.9% | £5,972,474 | £6,006,616 | ↓ -0.6% |
| Rebate plus fee income (£k) | £1,550,568 | £1,557,055 | ↓ -0.4% | £4,829,063 | £4,868,336 | ↓ -0.8% |
| Total Sales (Exc Gas) | £11,844,027 | £11,797,982 | ↑ 0.4% | £37,435,671 | £38,751,443 | ↓ -3.4% |
| Stores Margin % | 35.0% | 32.5% | ↑ 2.52% | 32.8% | 32.5% | ↑ 0.3% |
| Directs Margin % | 17.3% | 17.1% | ↑ 0.19% | 17.4% | 17.1% | ↑ 0.36% |
| Total Gross Margin inc Consumables Cost | £4,878,905 | £4,672,025 | ↑ 4.4% | £15,187,163 | £15,491,244 | ↓ -2.0% |
| Total Expenditure | £2,589,131 | £2,710,699 | ↓ -4.5% | £9,813,336 | £10,641,562 | ↓ -7.8% |
| Surplus | £2,289,774 | £1,961,325 | ↑ £328,449 | £5,373,827 | £4,849,683 | ↑ £524,144 |
| Net Profit Margin % | 19.3% | 16.6% | ↑ 2.7% | 14.4% | 12.5% | ↑ 1.8% |

| | Actual | Budget /LY | Var | YTD Actual | Budget YTD | YTD Var |
|---------------|---------|------------|---------|------------|------------|---------|
| Eduzone Sales | £69,884 | £50,000 | ↑ 39.8% | £230,318 | £199,189 | ↑ 15.6% |

Customer Order KPI's

| | TY YTD | LY YTD | Var |
|-------------------------|---------|---------|----------|
| AOV | £313.49 | £294.56 | ↑ £18.93 |
| Prop of orders over £15 | 97.9% | 97.9% | ↑ 0.04pp |

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