

Creative Design

SAMPLE REPORT - January 2020

Prepared 7 February 2020



CONTENTS

Executive Summary	3
Action Plan	4
Profit and Loss Analysis.....	5
Chart Gallery - By Region.....	6
Balance Sheet Analysis	7
Cash Flow Statement	8
Cash Flow Analysis.....	9
Cash Profiler	10
KPI Target Scorecard	11
WorkflowMax Charts	12
Google Analytics Charts.....	13
Non-Financial Analysis.....	14

Highlights

1. General Overview

The business maintains a steady pace each month

2. Particular Highlight

To address staff efficiency and output quality concerns, management have invested in new design software. Maximising ROI is crucial to maintain competitive in your market.

3. Revenue

The Revenue for Jan 2020 was \$103,860, compared to \$103,679 last month. This represents an increase of \$181, or 0.17%.

4. Gross Profit

The Gross Profit for Jan 2020 was \$67,062, compared to \$65,332 last month. This represents an increase of \$1,730, or 2.65%.

This isn't to be taken for granted - demand is expected to decrease throughout Q4.

5. Profit

The Net Profit for the year to date is \$91,555, compared to \$38,601 in the Budget. This represents an increase of \$52,954, or 137.18%.

Predicted overheads did not occur which were factored into the original budget for Q3.

6. Bank

The Bank for Jan 2020 was \$839,521, compared to \$823,576 last month. This represents an increase of \$15,945, or 1.94%.

Well done on maintaining a solid cash position throughout Q3. The current cash position is enough to cover direct and overhead expenses until demand picks up again.

Observations

1. Market Conditions

The market has improved this past quarter - and remained stable. The focus is on recovery from the slow demand and solidifying our position.

2. Projections

New software will increase staff efficiency and quality of output. Therefore, it's imperative you start discussing sales and marketing strategies to increase demand and therefore, contracts to assign staff to.

3. CAPEX

CAPEX freeze still in effect, main focus on creditor reduction.

Recommendations for Action

1. Revenue

Revenue is maintaining vs budget. It's recommended the sales team focus on closing any warm contracts to keep revenue above budget.

2. Profit

Profits maintain a lead on budget.

To maintain increased profit margins, it's crucial that staff engagement in migrating to the new Creative Design Software is monitored. Managers please take responsibility for supporting staff and scheduling relevant training.

3. People

New sales manager expected to fill current gap in team. Expected efficiencies minimise the need for any new staff.

4. Strategic

Franchise discussions are underway. To maximise franchise sale price - it's recommended that new processes are cemented and efficiency measured before launching franchisee opportunity.

5. Systems

Training and engagement is vital to maximising ROI on new software investment. It's recommended that management staff take responsibility of ensuring all staff complete relevant training and successfully migrate existing client base to the new software by next quarter.

Strategy

Assignee: Richard



70%

Due: Jan 20

- 2020 strategy based on feedback from board
- Finalise and publish the draft strategy
- Share draft strategy with board

Sales

Assignee: David



40%

Due: Apr 20

- Sales analysis - Q4
- Hire new sales manager ready for Q1 2020

Marketing

Assignee: Stephen



70%

Due: Apr 20

- Review and select marketing agency
- Hire in-house designer
- Marketing campaign for Q1 2020

Finance

Assignee: Julie



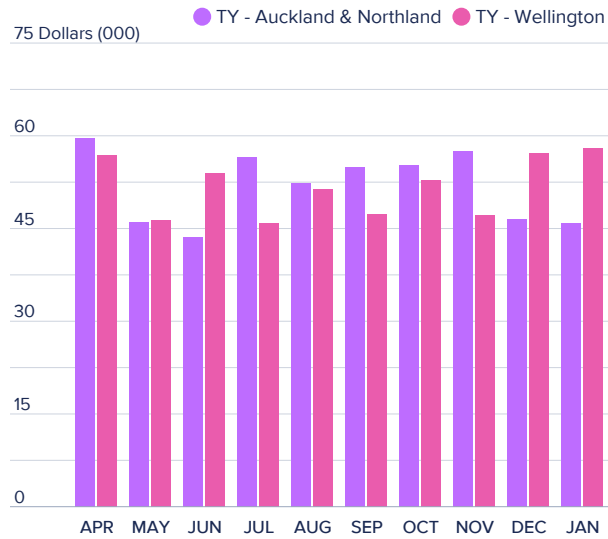
80%

Due: Feb 20

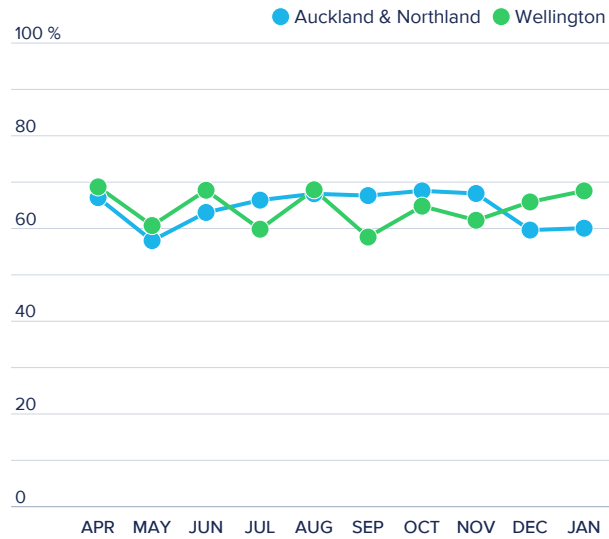
- 2020 Forecast
- Creditor reduction proposal
- Finalise new entertainment and expenditure policies
- Meet with tax office case manager

	YTD	Actual vs Last Year		Jan 20 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jan 20	Dec 19	Nov 19	Oct 19	YTD	Budget	Total 19/20
Revenue										
Product Revenue	105,498	106,766	-1.2%	10,123	10,384	10,939	11,075	105,498	24,120	129,618
Project Revenue	901,960	892,638	1.0%	90,617	90,134	90,940	94,053	901,960	199,429	1,101,389
Sundry Revenue	7,200	20,000	-64.0%	0	0	0	0	7,200	0	7,200
Support Revenue	32,742	36,763	-10.9%	3,120	3,161	2,714	1,997	32,742	9,815	42,557
Total Revenue	1,047,400	1,056,167	-0.8%	103,860	103,679	104,593	107,125	1,047,400	233,364	1,280,764
Cost of Sales	365,161	374,717	-2.6%	36,798	38,347	36,659	36,148	365,161	93,510	458,671
Gross Profit	682,239	681,450	0.1%	67,062	65,332	67,934	70,977	682,239	139,854	822,093
GP%	65.1%	64.5%	0.6%	64.6%	63.0%	65.0%	66.3%	65.1%	59.9%	64.2%
OPEX										
Depreciation	10,370	10,370	0.0%	1,037	1,037	1,037	1,037	10,370	2,074	12,444
Financial										
Accounting Fees	4,200	4,504	-6.7%	420	420	420	420	4,200	1,147	5,347
Bank Fees	1,910	2,002	-4.6%	191	191	191	191	1,910	395	2,305
Interest Expense	990	967	2.4%	99	99	99	99	990	300	1,290
Total Financial	7,100	7,473	-5.0%	710	710	710	710	7,100	1,842	8,942
Operations										
Insurance	0	0	0.0%	0	0	0	0	0	1,514	1,514
Rent Expense	95,650	92,611	3.3%	9,565	9,565	9,565	9,565	95,650	19,704	115,354
Repairs and Maintenance	0	0	0.0%	0	0	0	0	0	1,267	1,267
Total Operations	95,650	92,611	3.3%	9,565	9,565	9,565	9,565	95,650	22,485	118,135
Entertainment	4,020	4,843	-17.0%	402	402	402	402	4,020	1,202	5,222
Staff Training	1,080	1,368	-21.1%	108	108	108	108	1,080	282	1,362
National Travel	2,490	2,662	-6.5%	249	249	249	249	2,490	576	3,066
Wages	436,410	461,065	-5.3%	43,641	43,641	43,641	43,641	436,410	102,805	539,215
Total OPEX	557,120	580,392	-4.0%	55,712	55,712	55,712	55,712	557,120	131,266	688,386
NOP%	11.9%	9.6%	2.4%	10.9%	9.3%	11.7%	14.2%	11.9%	3.7%	10.4%
Net Profit	91,555	75,579	21.1%	8,172	6,926	8,800	10,763	91,555	8,588	100,143

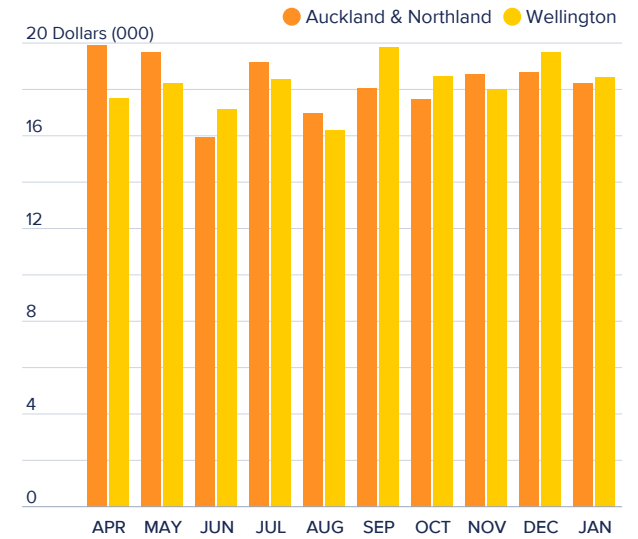
REVENUE BREAKDOWN - This year



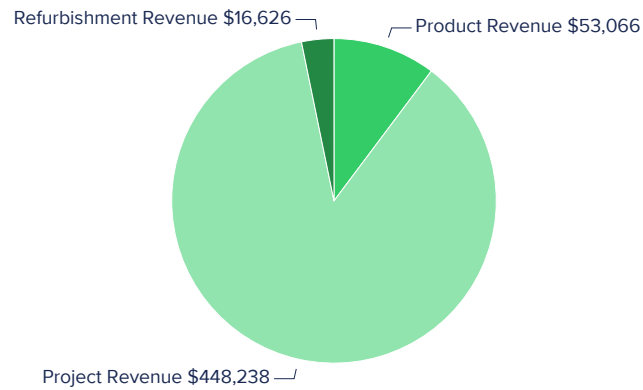
GROSS PROFIT % (EFFICIENCY)



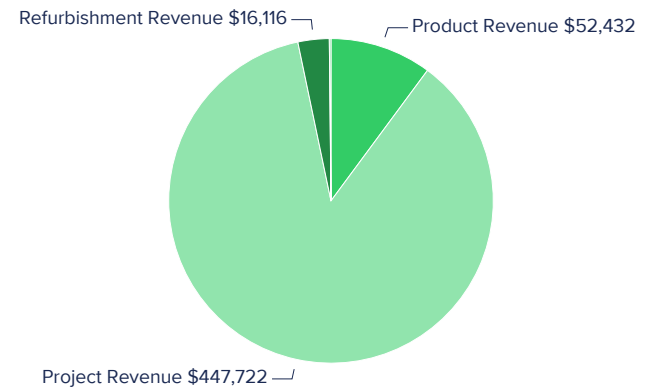
COST OF SALES - By Region



TOP REVENUE CONTRIBUTORS - Auckland

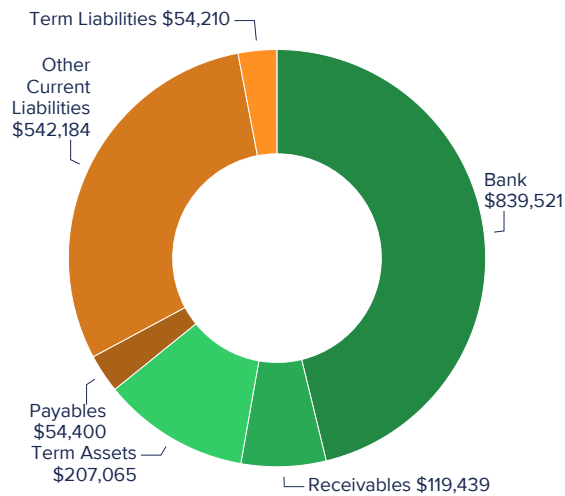


TOP REVENUE CONTRIBUTORS - Wellington

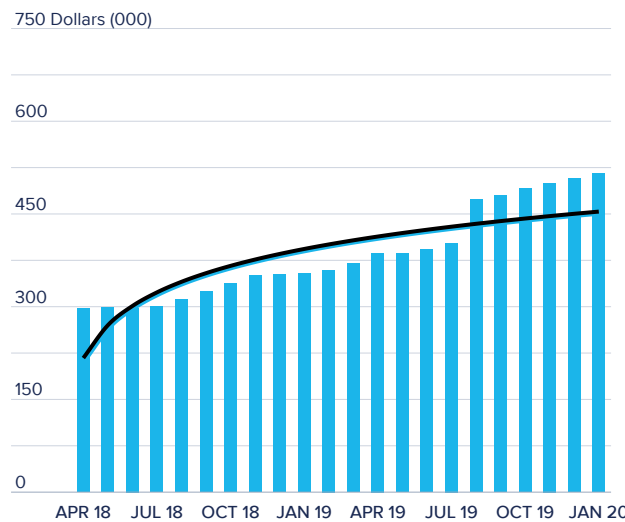


	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jan 20	Last Year	Variance	Variance %	Dec 19	Nov 19	Oct 19	CAPEX Monitor	YTD
Accounts Receivable	119,439	109,288	10,151	9.3%	119,231	120,282	124,131	Computer Equipment	5,000
Bank Accounts	839,521	635,311	204,210	32.1%	823,576	804,639	781,265	Total CAPEX	5,000
Total Current Assets	905,348	758,788	146,560	19.3%	889,195	871,308	851,783		
Term Assets	207,065	214,508	-7,443	-3.5%	208,101	209,139	210,175	Debt Monitor	As at Jan 20
Total Assets	1,112,413	973,296	139,117	14.3%	1,097,296	1,080,447	1,061,958	Taxes	537,483
Accounts Payable	42,318	44,161	-1,843	-4.2%	44,099	42,158	41,570	Accounts Payable	54,400
Other Current Liabilities	554,266	412,655	141,611	34.3%	542,640	531,758	519,757	Term Loans	54,210
Total Current Liabilities	596,584	456,816	139,768	30.6%	586,739	573,916	561,327	Other	4,701
Term Liabilities	54,210	149,010	-94,800	-63.6%	57,110	60,010	62,910	Total Debt	650,794
Total Liabilities	650,794	605,826	44,968	7.4%	643,849	633,926	624,237		
Net Assets	461,619	367,470	94,149	25.6%	453,447	446,521	437,721		
Equity	370,064	291,891	78,173	26.8%	370,064	370,064	370,064		
Current Year Earnings	91,555	75,579	15,976	21.1%	83,383	76,457	67,657		
Total Equity	461,619	367,470	94,149	25.6%	453,447	446,521	437,721		

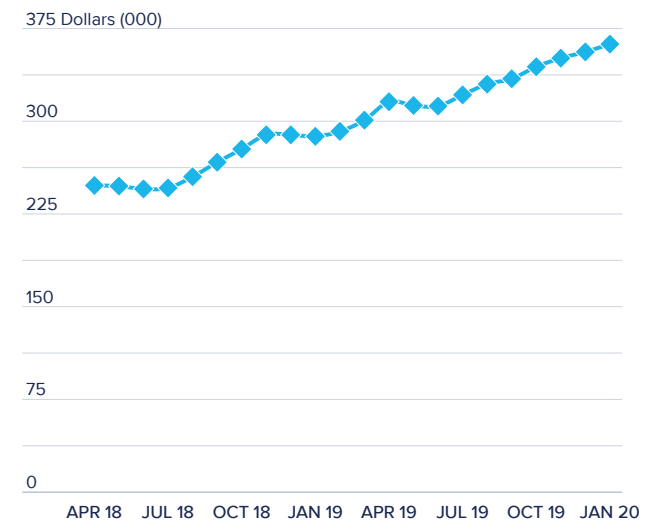
BALANCE SHEET COMPONENTS



EQUITY TREND

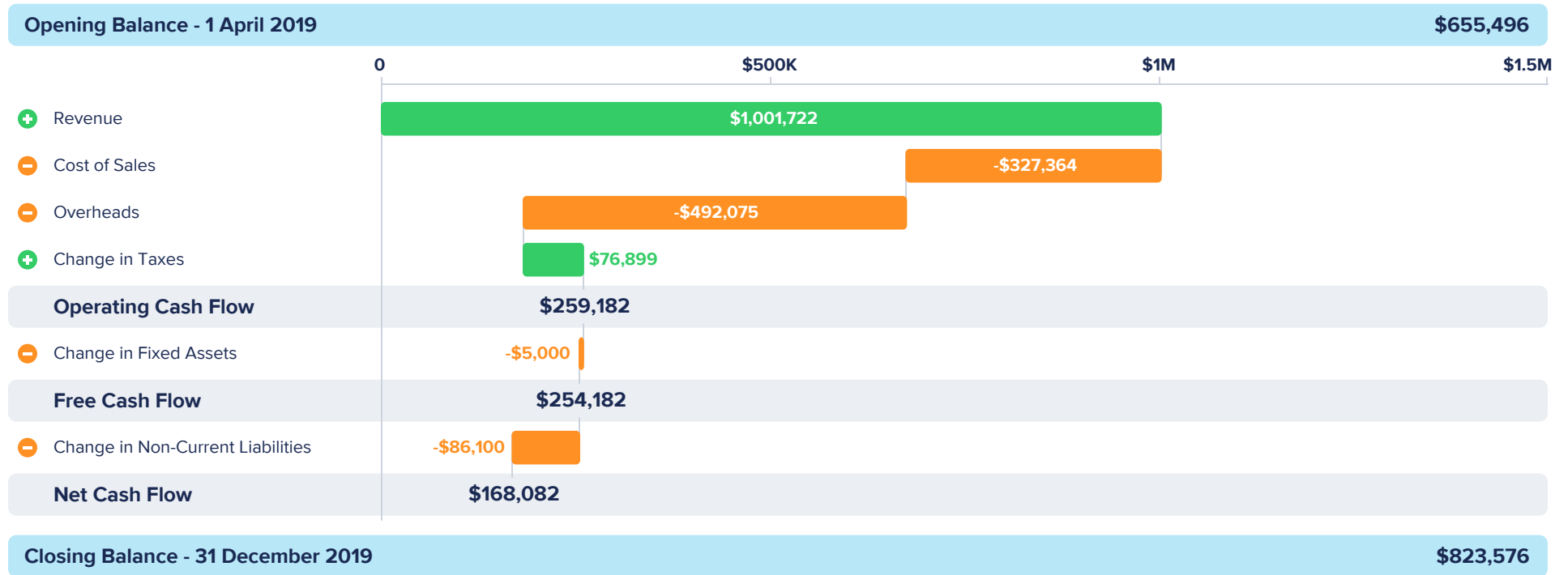


LIQUIDITY MONITOR

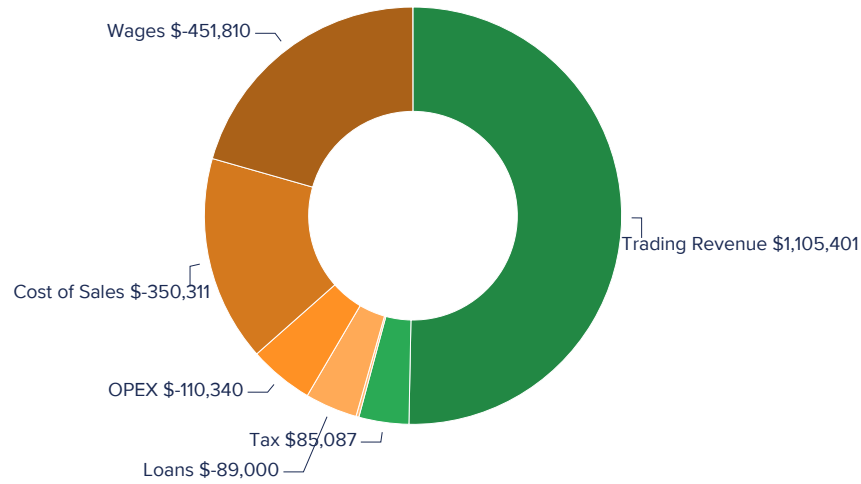


	Current Financial Year											
	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
Operating profit / (loss)	25,551	1,453	11,458	15,289	14,775	8,730	15,364	12,321	9,719	11,449	0	0
Depreciation & amortisation	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	0	0
EBITDA	26,588	2,490	12,495	16,326	15,812	9,767	16,401	13,358	10,756	12,486	0	0
(Increase)/decrease in trade debtors	-9,478	27,640	-5,998	-5,508	-1,300	1,651	-6,604	3,849	1,051	-208	0	0
Increase/(decrease) in trade creditors	203	417	243	-572	-5,009	5,300	-1,962	588	1,941	-1,781	0	0
Increase/(decrease) in GST	10,233	6,574	7,324	9,018	8,946	8,040	9,157	8,579	8,188	8,448	0	0
Cash generated from operations	27,546	37,121	14,064	19,264	18,449	24,758	16,992	26,374	21,936	18,945	0	0
Income tax paid	1	0	0	0	0	0	0	0	0	0	0	0
Interest paid	-99	-99	-99	-99	-99	-99	-99	-99	-99	-99	0	0
Net cash from operations	27,448	37,022	13,965	19,165	18,350	24,659	16,893	26,275	21,837	18,846	0	0
Net cash from investing activities	0	1	-5,001	1	-1	0	1	-1	1	-1	0	0
Cash inflow/(outflow) from borrowings	-2,900	-2,900	-2,900	-2,900	-62,900	-2,900	-2,900	-2,900	-2,900	-2,900	0	0
Net cash from financing activities	-2,900	-2,900	-2,900	-2,900	-62,900	-2,900	-2,900	-2,900	-2,900	-2,900	0	0
Change in cash & cash equivalents	24,548	34,123	6,064	16,266	-44,551	21,759	13,994	23,374	18,938	15,945	0	0
Opening cash & cash equivalents	655,496	677,842	709,463	713,028	729,247	744,698	766,457	781,265	804,639	823,576	0	0
Closing cash & cash equivalents	677,842	709,463	713,028	729,247	744,698	766,457	781,265	804,639	823,576	839,521	0	0

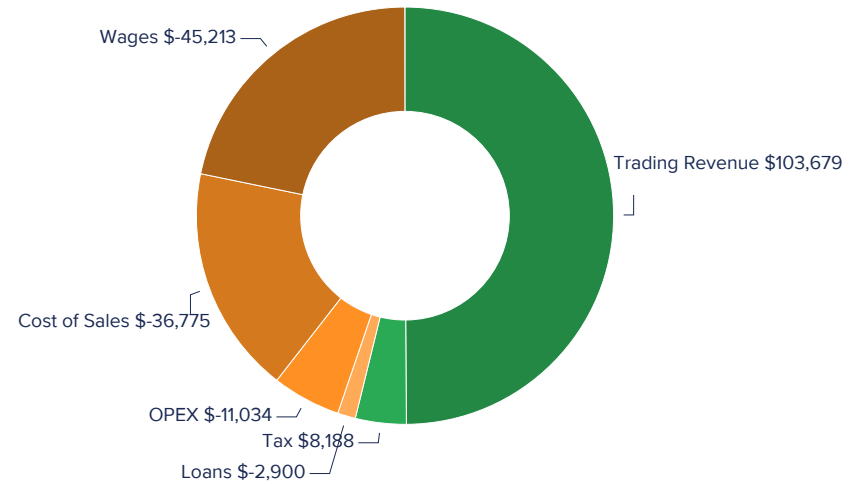
CASH MOVEMENTS SUMMARY



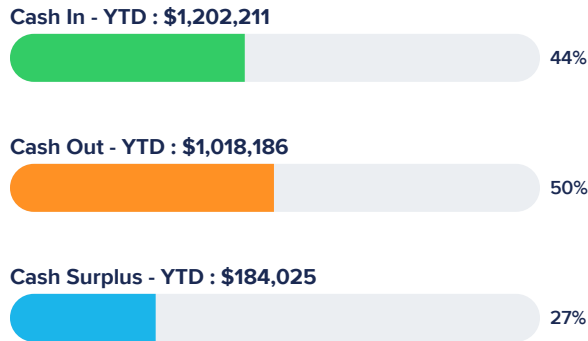
YTD CASH - excluding GST



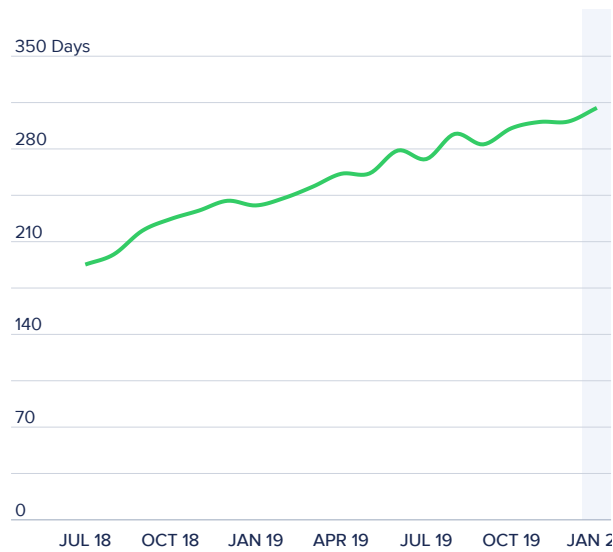
CASH - January 20 (excluding GST)



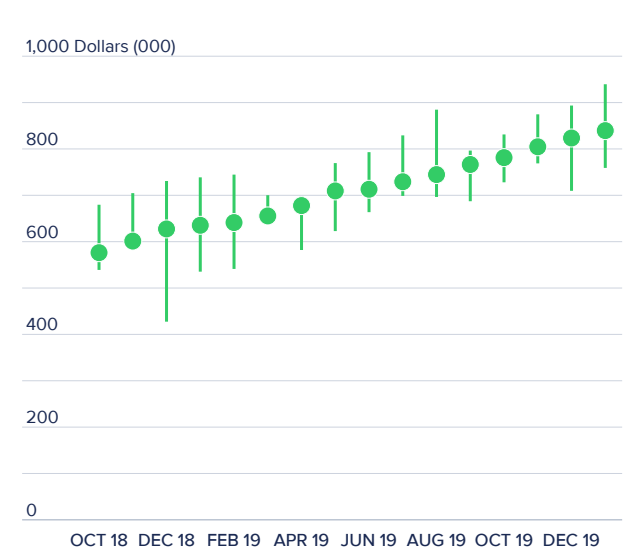
CASH TARGET MONITOR



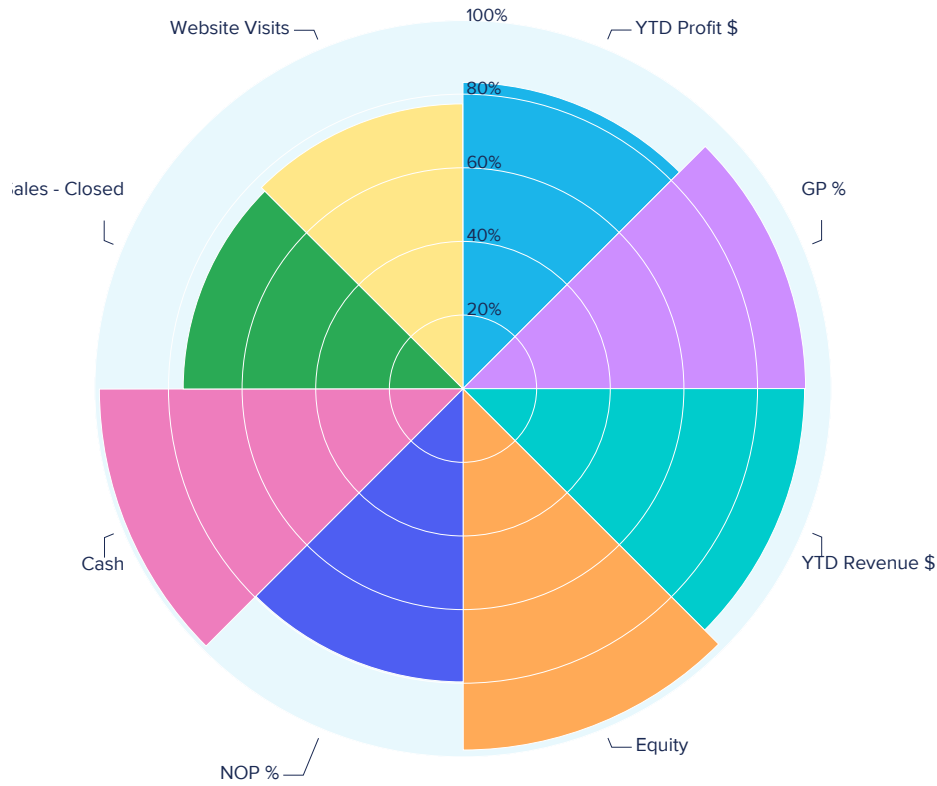
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

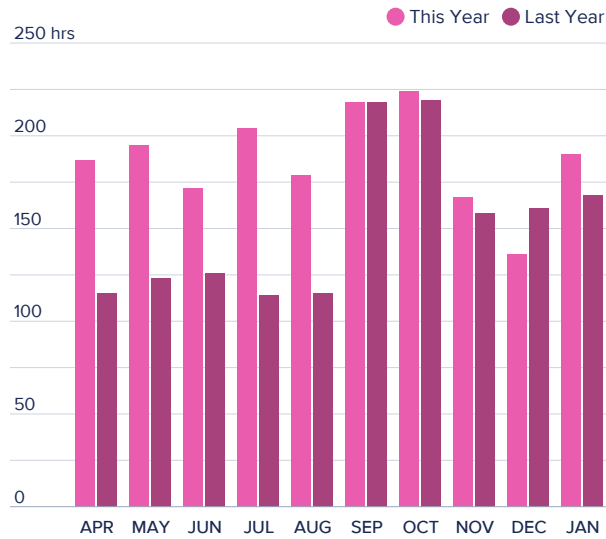


TARGET SCORE CARD

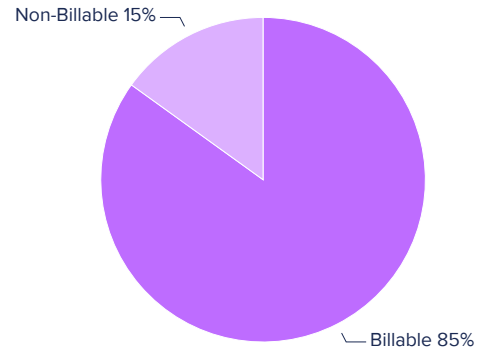


Actual vs Target		
	Actual	Target
Profit	125,119	150,400
GP %	65.1%	70.0%
Revenue	1,047,400	1,129,000
Equity	515,231	525,000
Net Operating Profit %	11.9%	15.0%
Cash	839,521	850,000
Sales - Closed	76	100
Website Visits	42,548	55,000

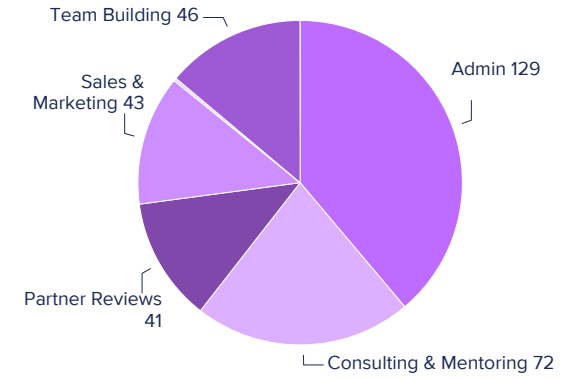
FIRM BILLABLE HOURS - This Year vs Last Year



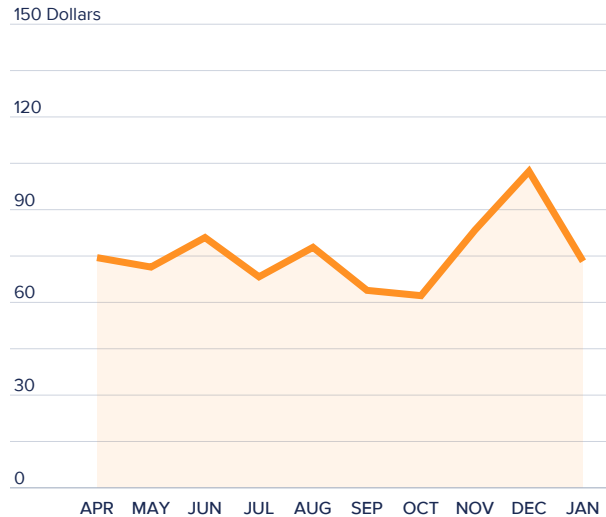
BILLABLE and NON-BILLABLE - This Year



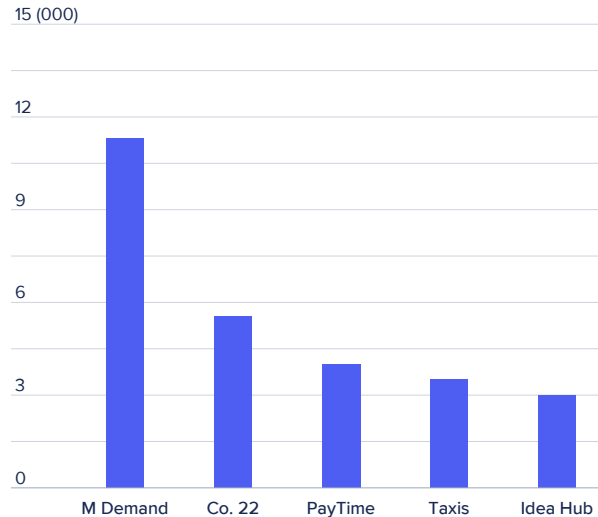
NON-BILLABLE HOURS - YTD



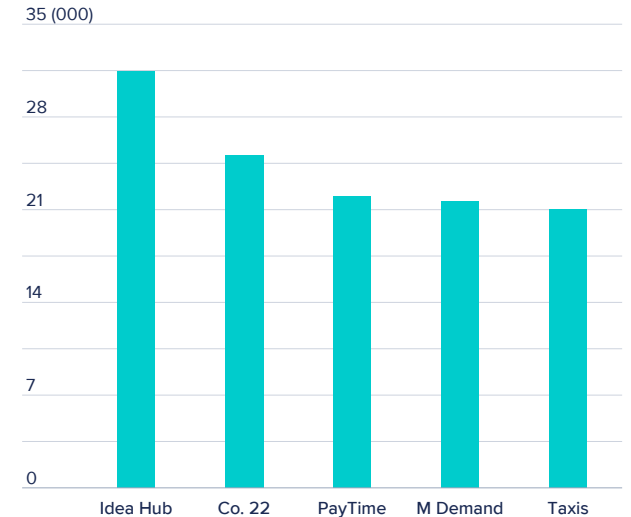
OVERHEAD BURDEN PER HOUR



TOP 5 BILLABLE CLIENTS - Current Month



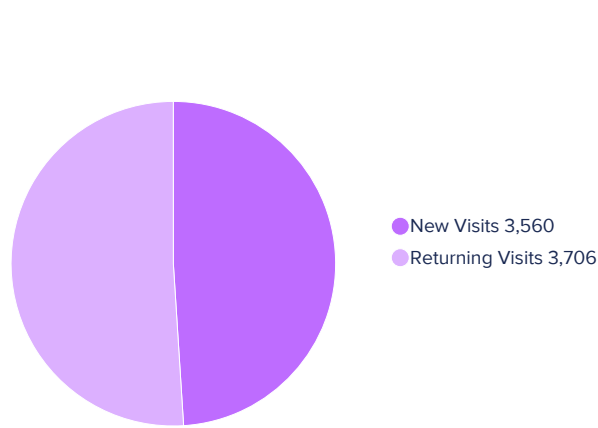
TOP 5 BILLABLE CLIENTS - YTD



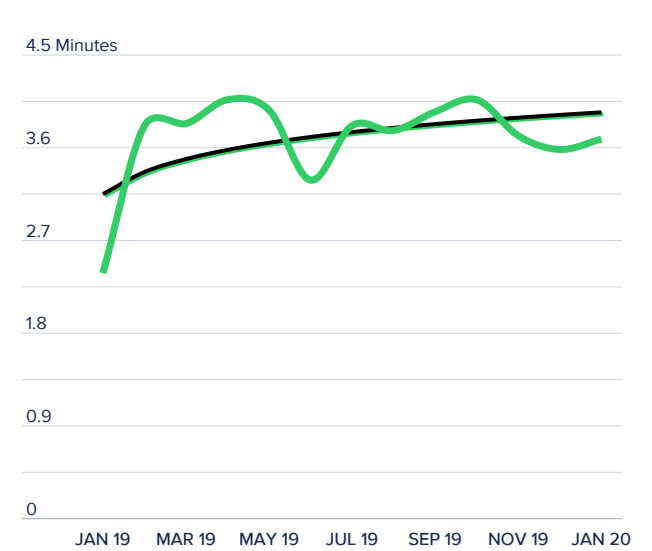
MONTHLY UNIQUE VISITS



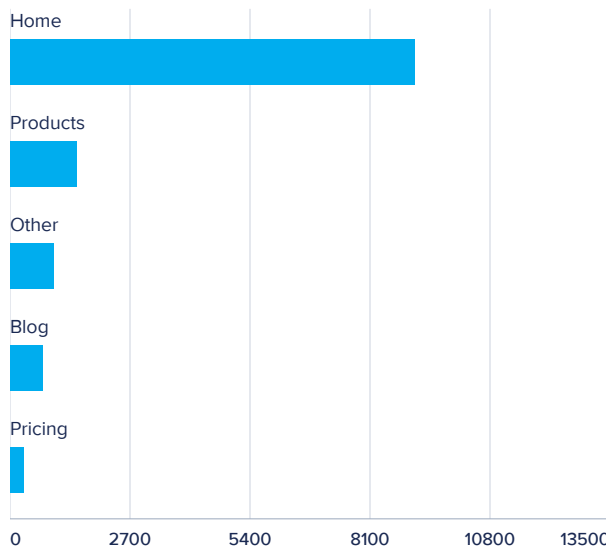
NEW vs RETURNING VISITS - This Month



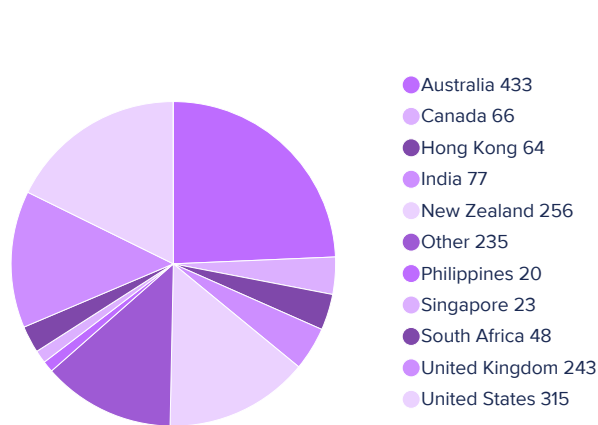
TIME ON SITE - Last 18 Months



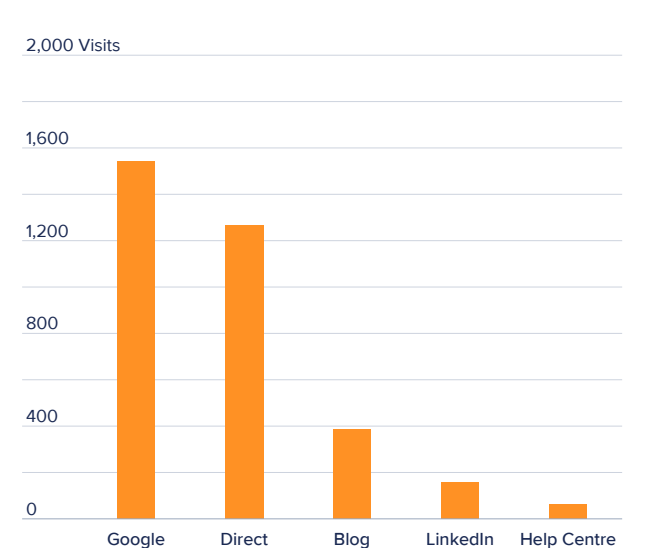
POPULAR PAGES (Top 5) - This Month



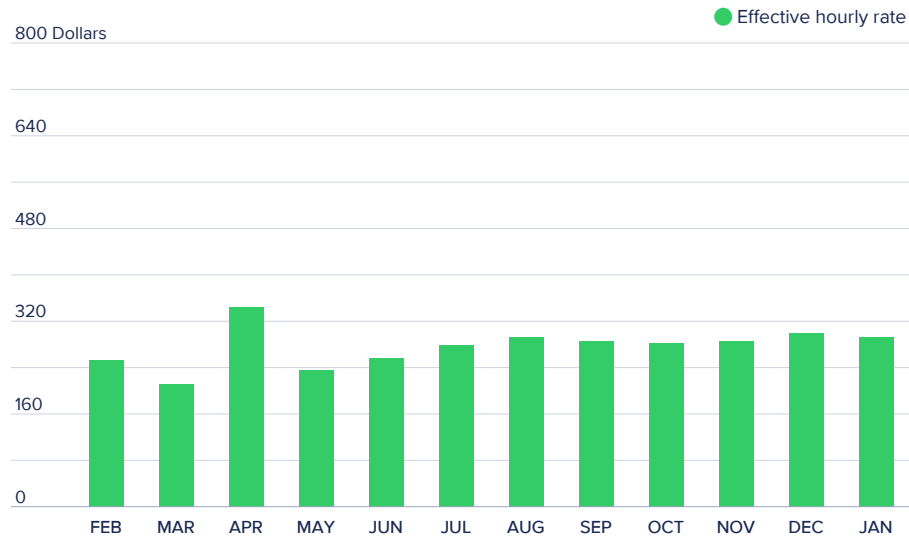
UNIQUE VISITS BY COUNTRY - This Month



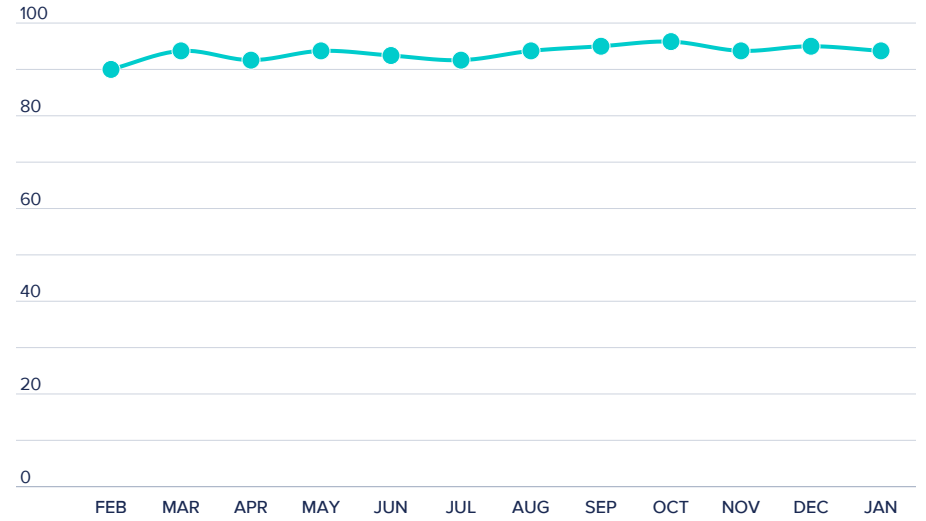
ORIGINATING SOURCE (Top 5) - This Month



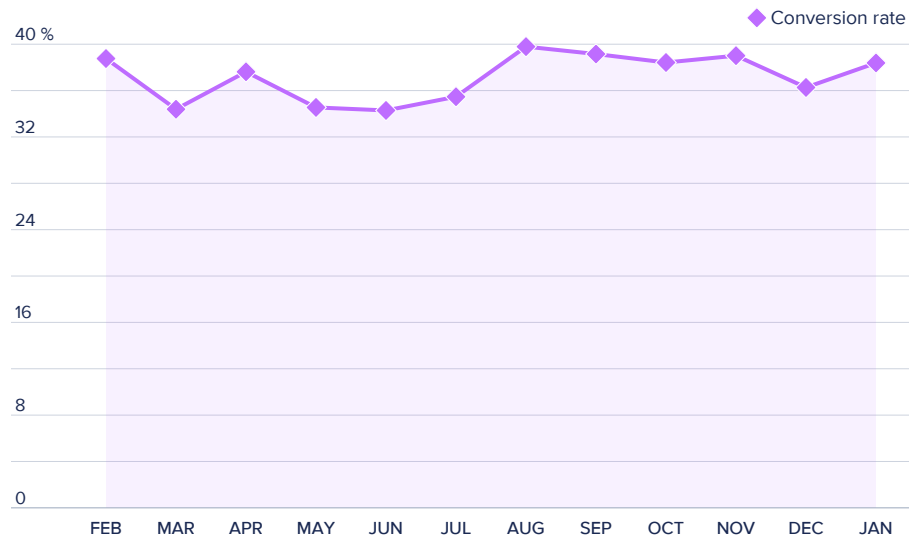
EFFECTIVE HOURLY RATE



CUSTOMER SATISFACTION RATING



SALES CONVERSIONS



NEW CUSTOMERS

