



CREATIVE DESIGN

SAMPLE REPORT - JANUARY 2018

Prepared 24 May 2018

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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 2018 was \$114,223, compared to \$113,679 last month. This represents an increase of \$544, or 0.48%.

4. Gross Profit

The Gross Profit for Jan 2018 was \$77,425, compared to \$79,293 last month. This represents a decrease of \$1,868, or -2.36%.

5. Profit

The Net Profit for the year to date is \$157,835, compared to \$133,763 in the Budget. This represents an increase of \$24,072, or 18%.

This isn't to be taken for granted - demand is expected to decrease over the holiday period.

6. Bank

The Bank for Jan 2018 was \$475,331, compared to \$458,556 last month. This represents an increase of \$16,775, or 3.66%.

Well done on maintaining a solid cash position in time for the holiday period. 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 month - and remained stable throughout the last year. The focus is on recovery from the slow demand for creative services during the holiday season.

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

Main focus being the investment in Creative Design Software this month.

Recommendations for Action

1. Revenue

Holiday season revenue slight down 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 increase 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

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

Due: Mar 18

- Revise 2018/19 strategy based on feedback from board
- Finalise and publish revised strategy
- Share revised strategy with board



Sales

Assignee: David

Due: Mar 18

- Sales analysis - Q4
- Hire new sales manager



Marketing

Assignee: Stephen

Due: Feb 18

- Finalise 2018/19 marketing plan
- Review and select marketing agency
- Hire in-house designer

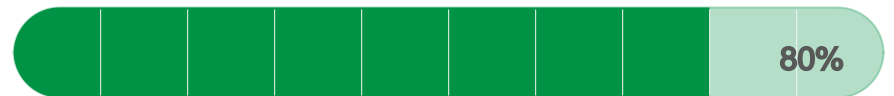


Finance

Assignee: Julie

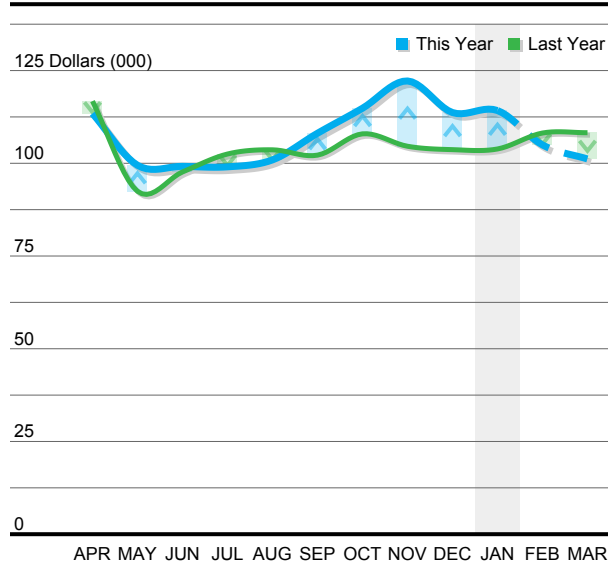
Due: Mar 18

- Update forecast for next six months
- CAPEX reduction proposal
- Finalise new entertainment and expenditure policies
- Meet with tax office case manager

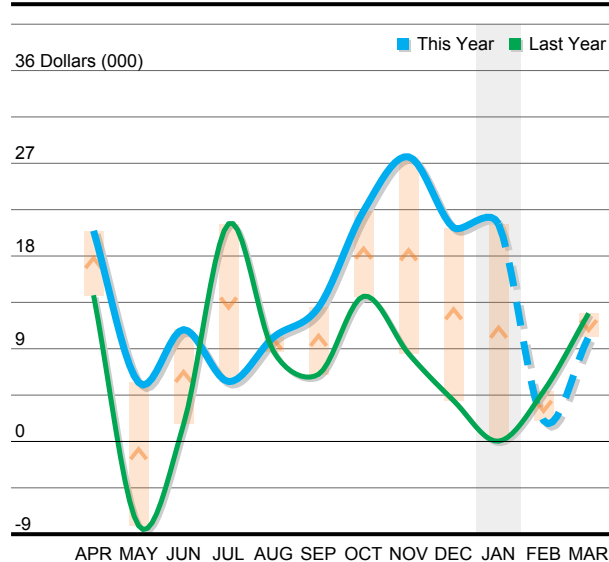


	YTD	Actual vs Orig Budget		Actual vs Last Year		Jan 18 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Budget	Variance	Last Year	Variance %	Jan 18	Dec 17	Nov 17	Oct 17	YTD	Budget	Total 17/18
Product Revenue	134,296	111,347	22,949	105,768	27.0%	10,123	14,384	27,939	13,025	134,296	19,528	153,824
Project Revenue	910,884	927,626	-16,742	895,960	1.7%	100,617	94,134	90,140	97,053	910,884	178,651	1,089,535
Support Revenue	39,877	45,369	-5,492	33,557	18.8%	3,483	5,161	4,114	4,762	39,877	7,927	47,804
Total Revenue	1,085,057	1,084,342	715	1,035,285	4.8%	114,223	113,679	122,193	114,840	1,085,057	206,106	1,291,163
Total Cost of Sales	363,693	359,800	3,893	350,753	3.7%	36,798	34,386	38,347	37,854	363,693	71,194	434,887
Gross Profit	721,364	724,542	-3,178	684,532	5.4%	77,425	79,293	83,846	76,986	721,364	134,912	856,276
GP%	66.5%	66.8%		66.1%	0.4%	67.8%	69.8%	68.6%	67.0%	66.5%	65.5%	66.3%
OPEX	563,529	590,779	-27,250	613,861	-8.2%	56,334	58,552	56,213	54,611	563,529	122,764	686,293
Total OPEX	563,529	590,779	-27,250	613,861	-8.2%	56,334	58,552	56,213	54,611	563,529	122,764	686,293
Net Profit	157,835	133,763	24,072	70,671	123.3%	21,091	20,741	27,633	22,375	157,835	12,148	169,983

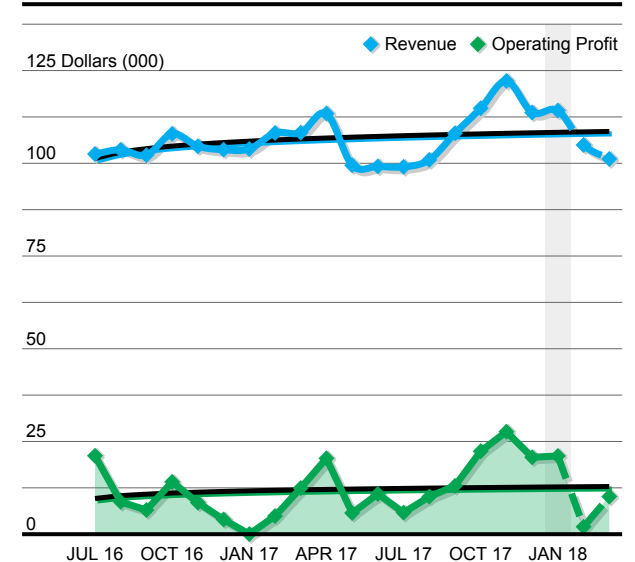
REVENUE - This Year vs Last Year



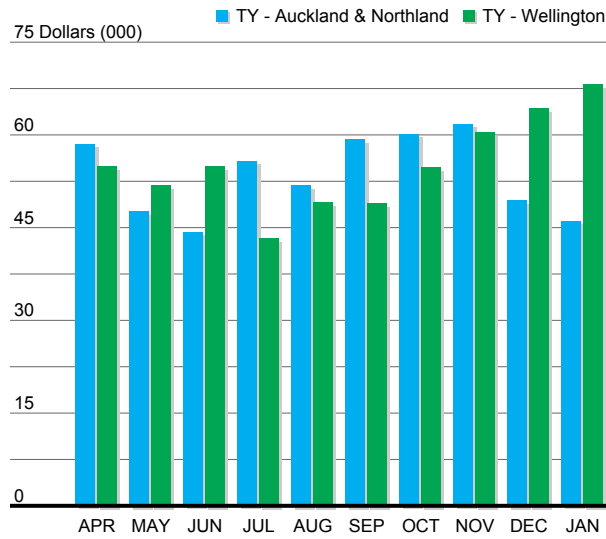
NET OPERATING PROFIT - This Year vs Last Year



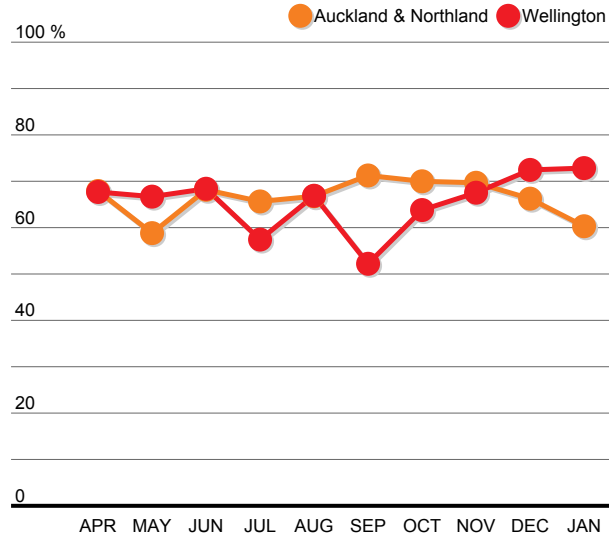
REVENUE AND OPERATING PROFIT TRENDS - Last 18 Months



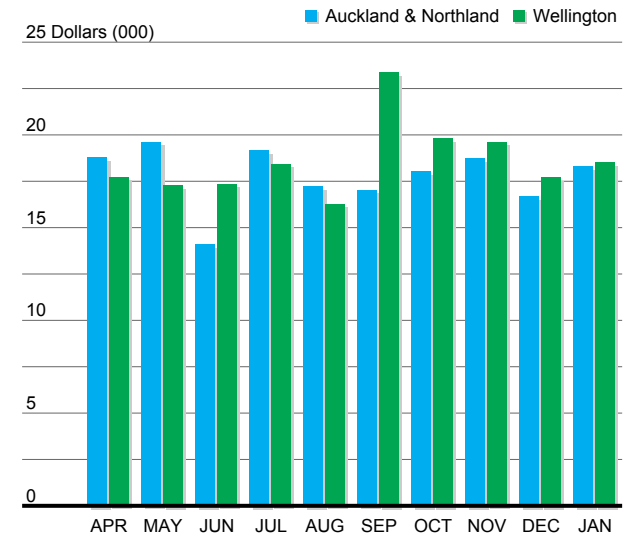
REVENUE BREAKDOWN - This year



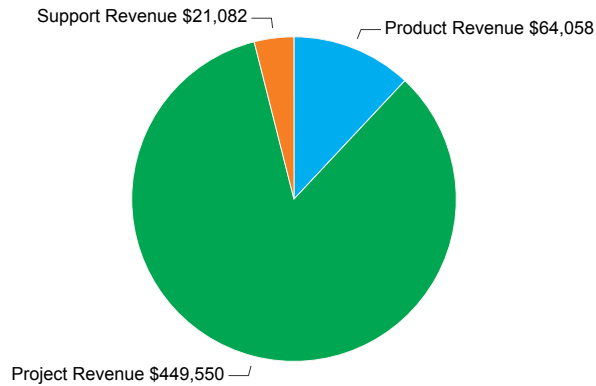
GROSS PROFIT % (EFFICIENCY)



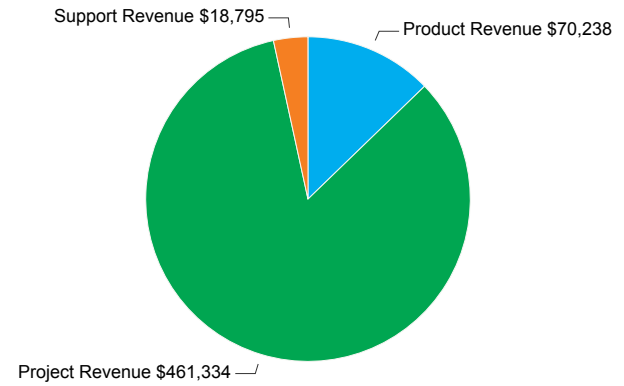
COST OF SALES - By Region



TOP REVENUE CONTRIBUTORS - Auckland

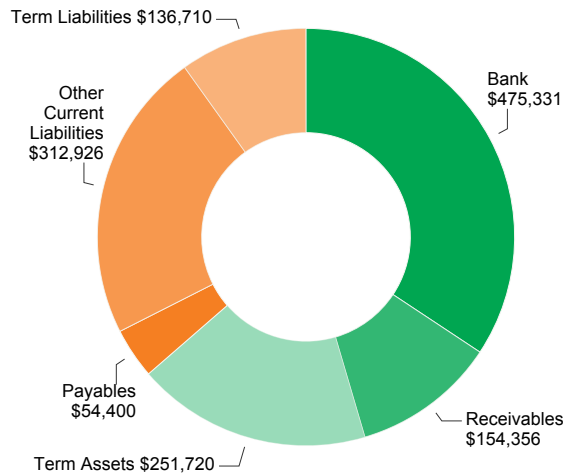


TOP REVENUE CONTRIBUTORS - Wellington

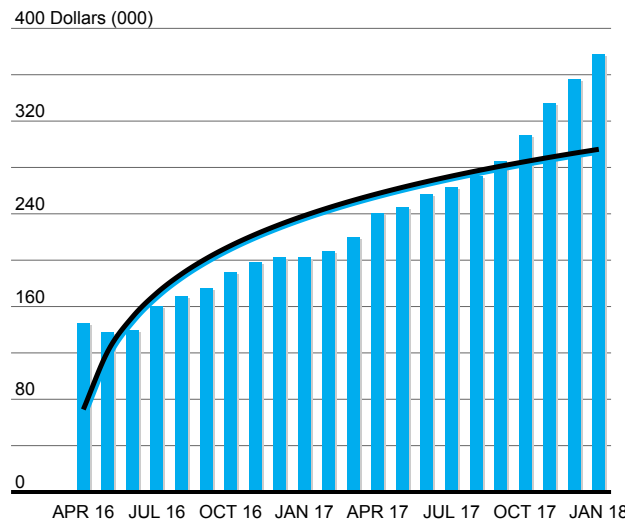


	Now	Actual vs Last Year to Date			Last 3 Months		
	As at Jan 18	Last Year	Variance	Variance %	Dec 17	Nov 17	Oct 17
Accounts Receivable	154,356	142,439	11,917	8.4%	153,731	163,522	155,066
Bank Accounts	475,331	335,733	139,598	41.6%	458,556	425,232	397,449
Total Current Assets	629,687	478,172	151,515	31.7%	612,287	588,754	552,515
Term Assets	251,720	251,720	0	0.0%	251,720	251,720	251,720
Total Assets	881,407	729,892	151,515	20.8%	864,007	840,474	804,235
Accounts Payable	42,318	112,559	-70,241	-62.4%	39,544	44,099	43,532
Other Current Liabilities	325,008	243,606	81,402	33.4%	328,572	318,325	307,386
Total Current Liabilities	367,326	356,165	11,161	3.1%	368,116	362,424	350,918
Term Liabilities	136,710	171,510	-34,800	-20.3%	139,610	142,510	145,410
Total Liabilities	504,036	527,675	-23,639	-4.5%	507,726	504,934	496,328
Equity	377,371	202,217	175,154	86.6%	356,281	335,540	307,907

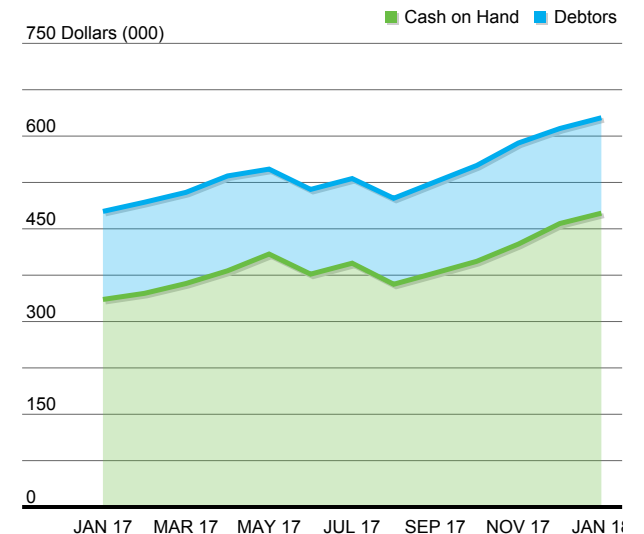
BALANCE SHEET COMPONENTS



EQUITY TREND

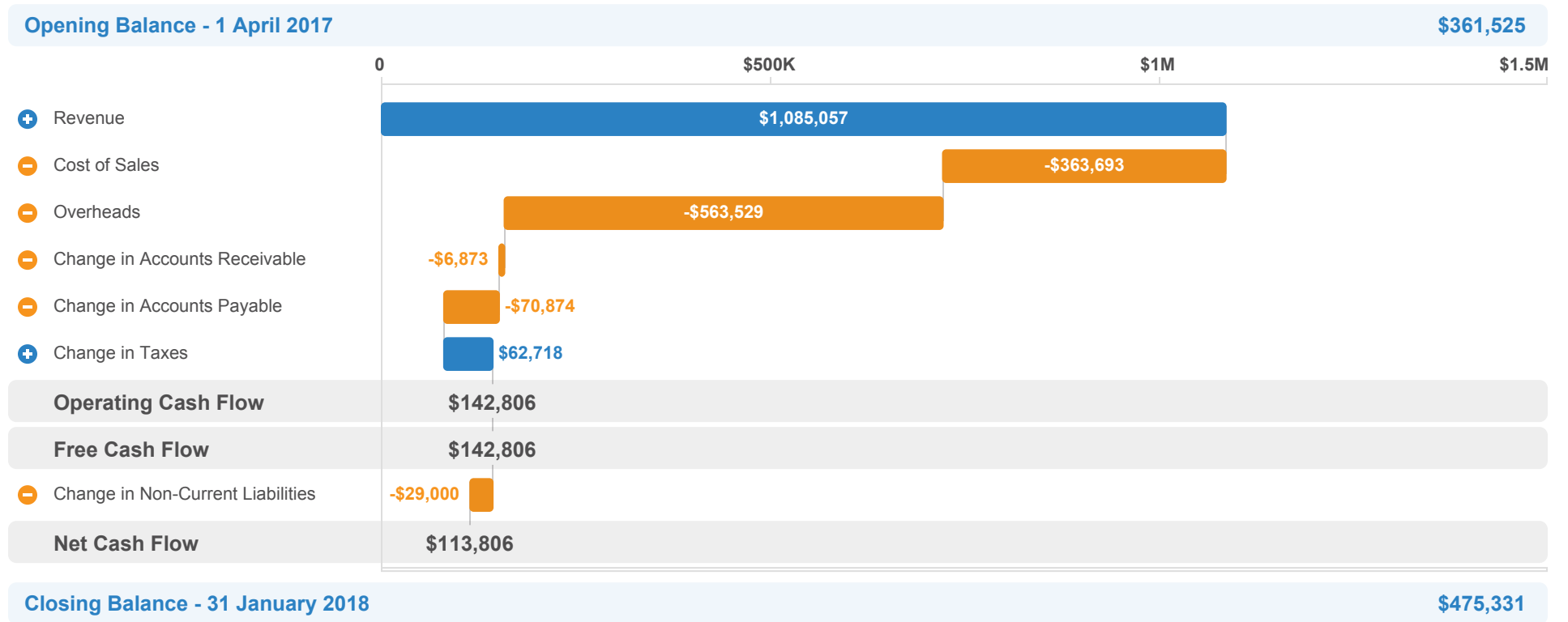


LIQUIDITY - (Cash + Debtors)

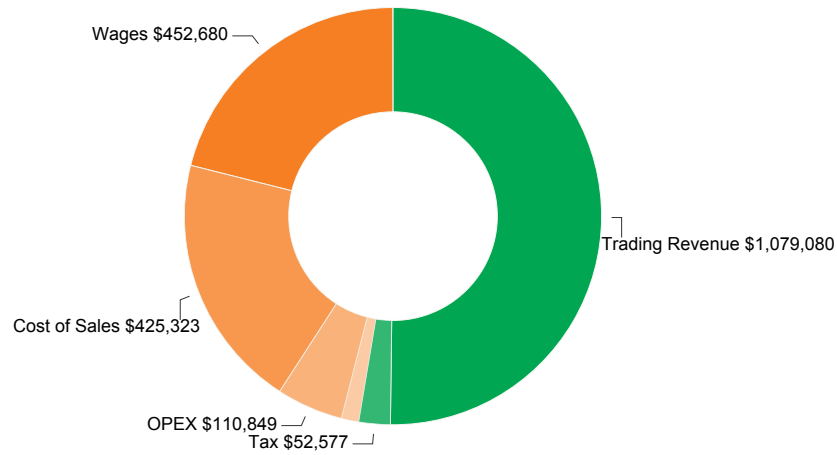


	Current Financial Year											
	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	Jan 18	Feb 18	Mar 18
Operating profit / (loss)	20,450	5,720	10,863	5,809	10,124	13,029	22,375	27,633	20,741	21,091	0	0
EBITDA	20,450	5,720	10,863	5,809	10,124	13,029	22,375	27,633	20,741	21,091	0	0
(Increase)/decrease in trade debtors	-5,955	16,049	337	153	-2,151	-8,262	-7,754	-8,456	9,791	-625	0	0
Increase/(decrease) in trade creditors	-948	418	-49,349	7,048	-31,858	7,938	-2,909	567	-4,555	2,774	0	0
Increase/(decrease) in GST	9,930	7,788	8,558	7,598	-7,274	8,545	9,951	10,939	10,247	-3,564	0	0
Cash generated from operations	23,477	29,975	-29,591	20,608	-31,159	21,250	21,663	30,683	36,224	19,676	0	0
Net cash from operations	23,477	29,975	-29,591	20,608	-31,159	21,250	21,663	30,683	36,224	19,676	0	0
Cash inflow/(outflow) from borrowings	-2,900	-2,900	-2,900	-2,900	-2,900	-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	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	0	0
Change in cash & cash equivalents	20,577	27,075	-32,491	17,708	-34,059	18,350	18,763	27,783	33,324	16,776	0	0
Opening cash & cash equivalents	361,525	382,103	409,179	376,687	394,394	360,336	378,686	397,449	425,232	458,556	0	0
Closing cash & cash equivalents	382,103	409,179	376,687	394,394	360,336	378,686	397,449	425,232	458,556	475,331	0	0

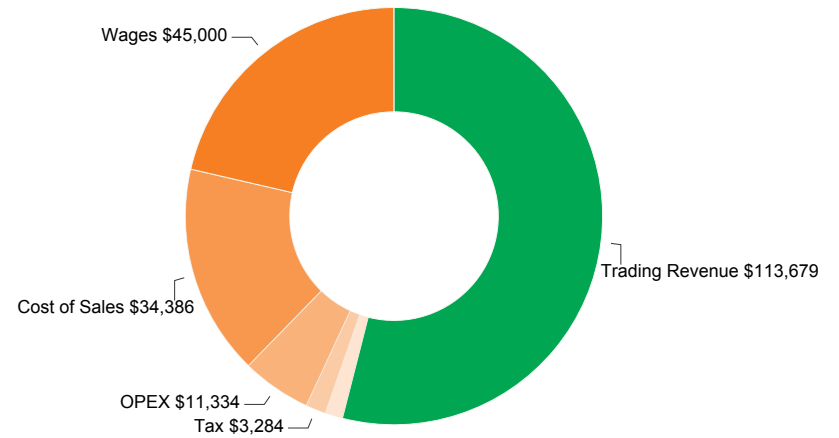
CASH MOVEMENTS SUMMARY



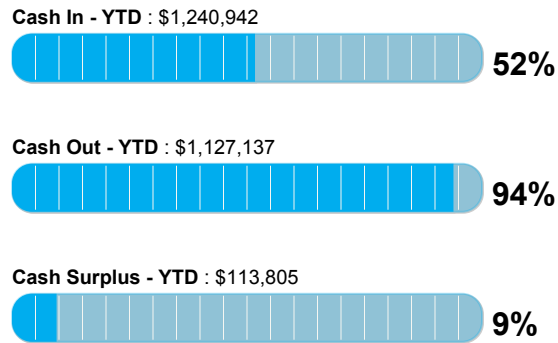
YTD CASH - excluding GST



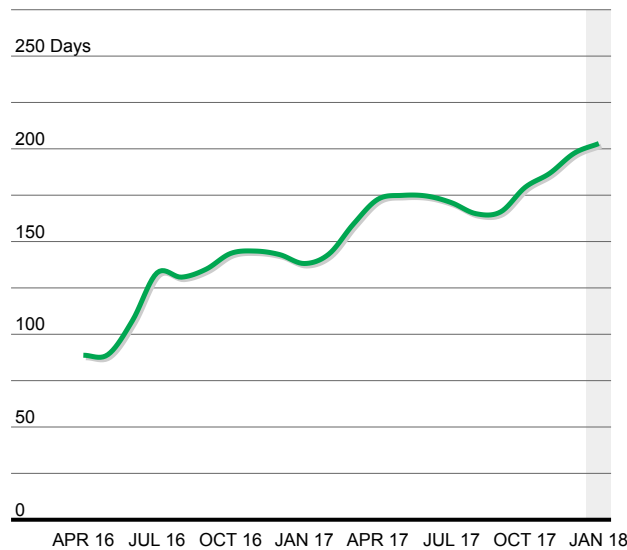
CASH - January 18 (excluding GST)



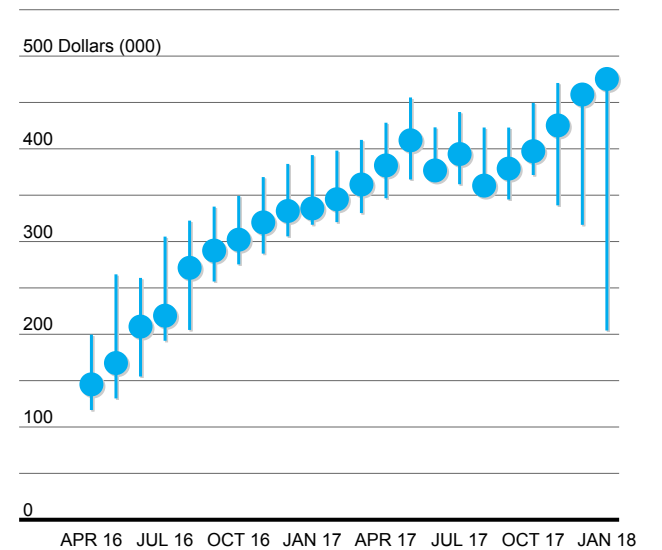
CASH TARGET MONITOR



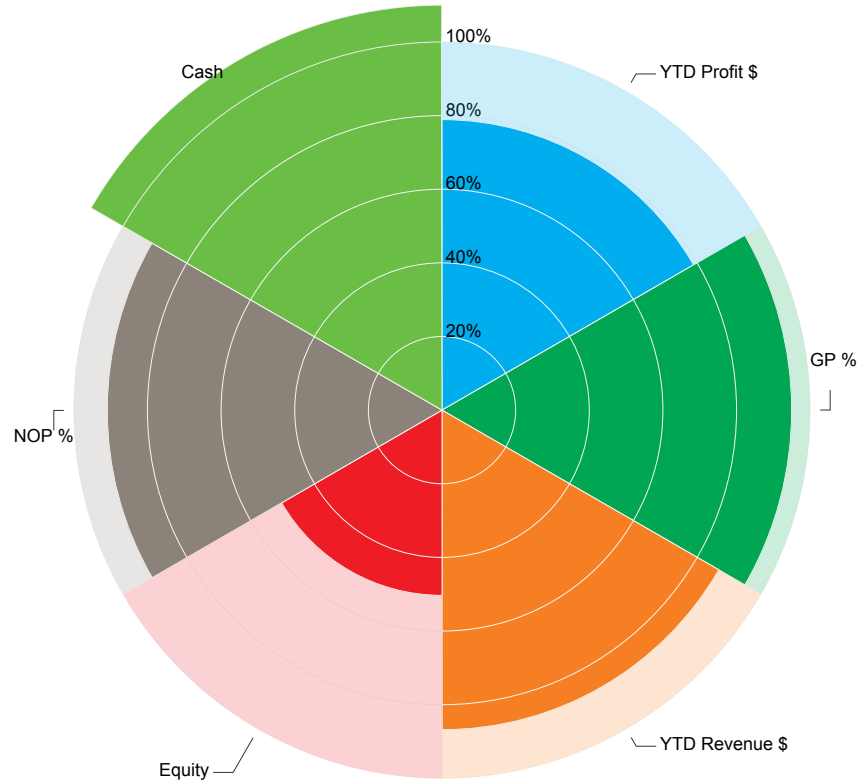
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

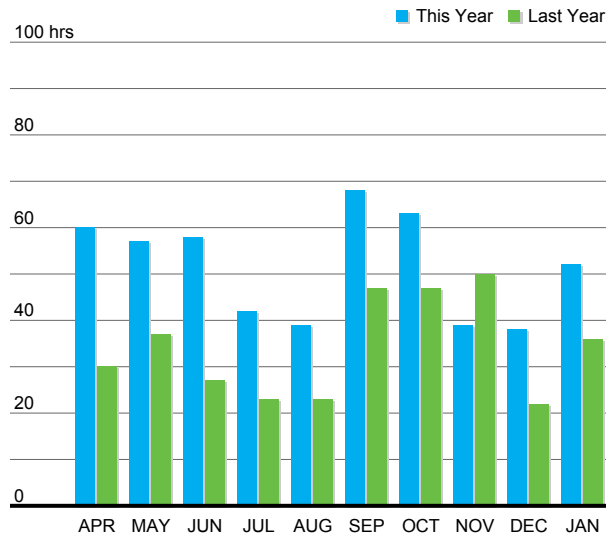


TARGET SCORE CARD

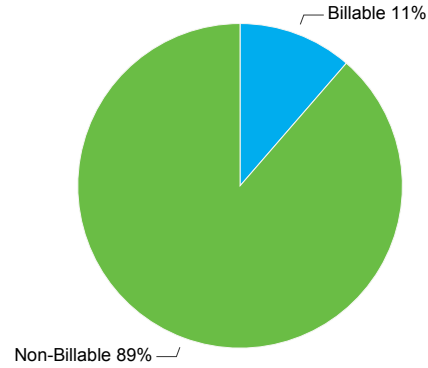


Actual vs Target		
	Actual	Target
Profit	157,835	200,000
GP %	66.5%	70.0%
Revenue	1,085,057	1,250,000
Equity	377,371	750,000
Net Operating Profit %	14.5%	16.0%
Cash	475,331	400,000

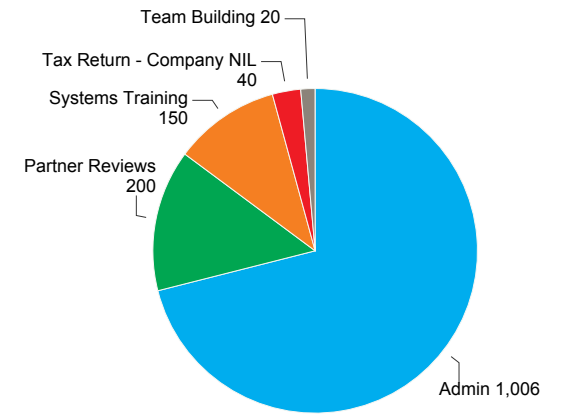
FIRM BILLABLE HOURS - This Year vs Last Year



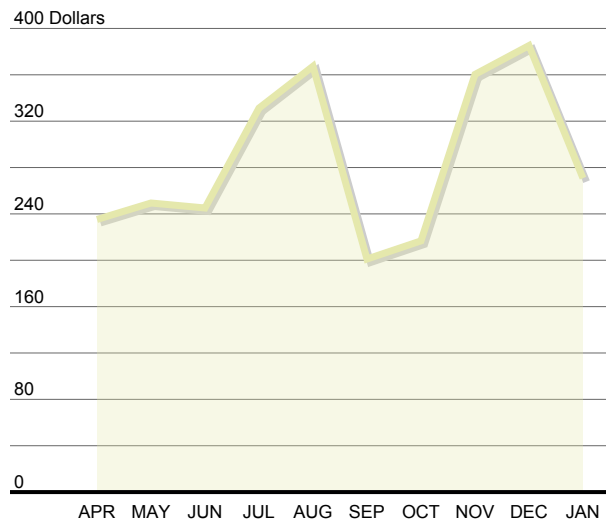
BILLABLE and NON-BILLABLE - This Year



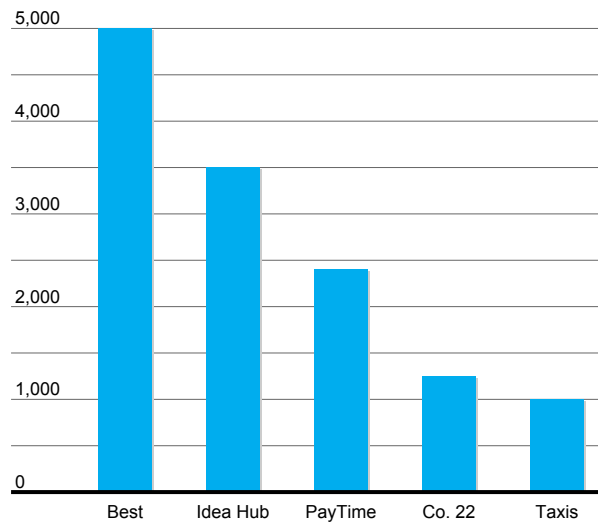
NON-BILLABLE HOURS - YTD



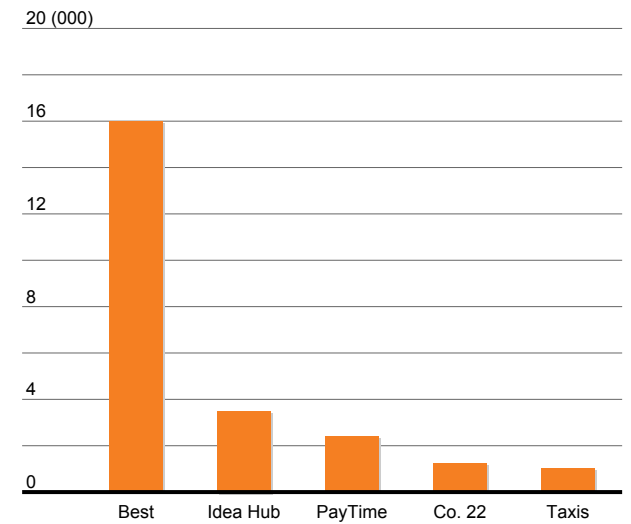
OVERHEAD BURDEN PER HOUR



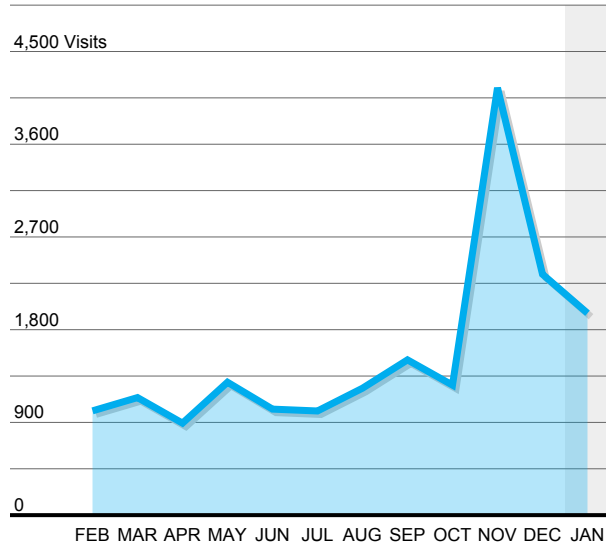
TOP 5 BILLABLE CLIENTS - Current Month



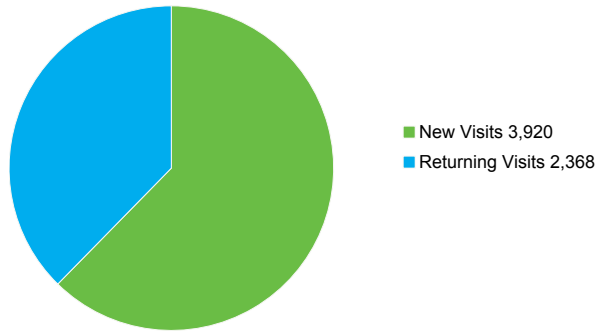
TOP 5 BILLABLE CLIENTS - YTD



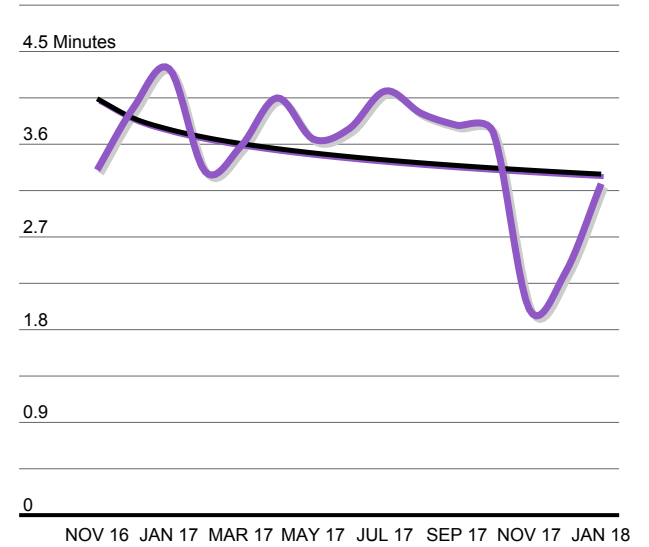
MONTHLY UNIQUE VISITS



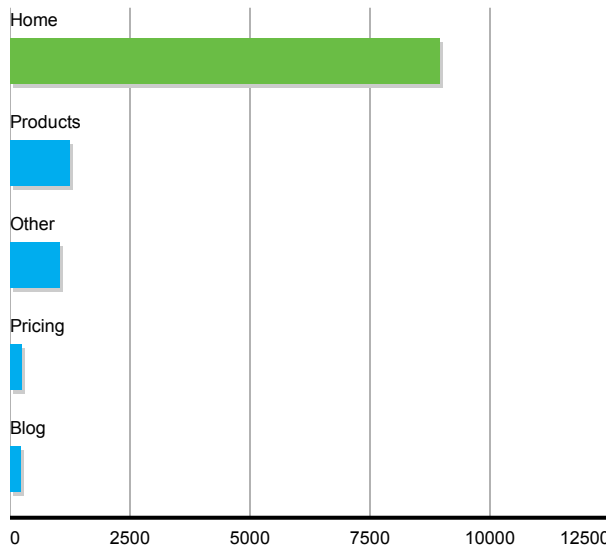
NEW vs RETURNING VISITS - This Month



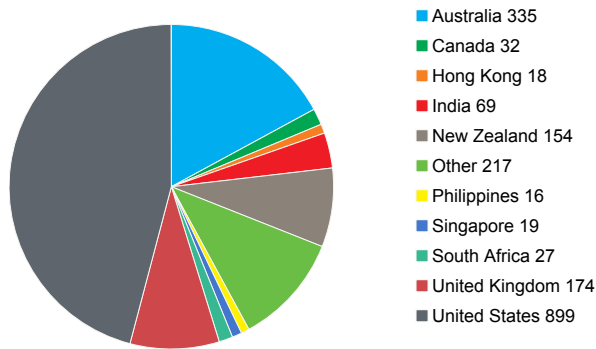
TIME ON SITE - Last 18 Months



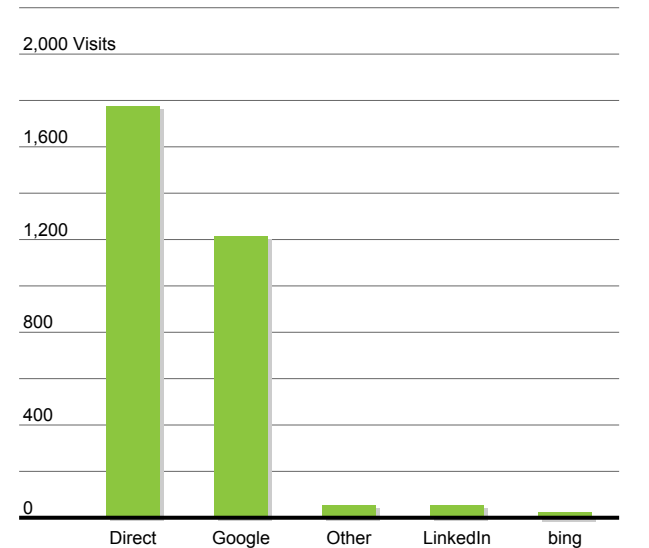
POPULAR PAGES (Top 5) - This Month



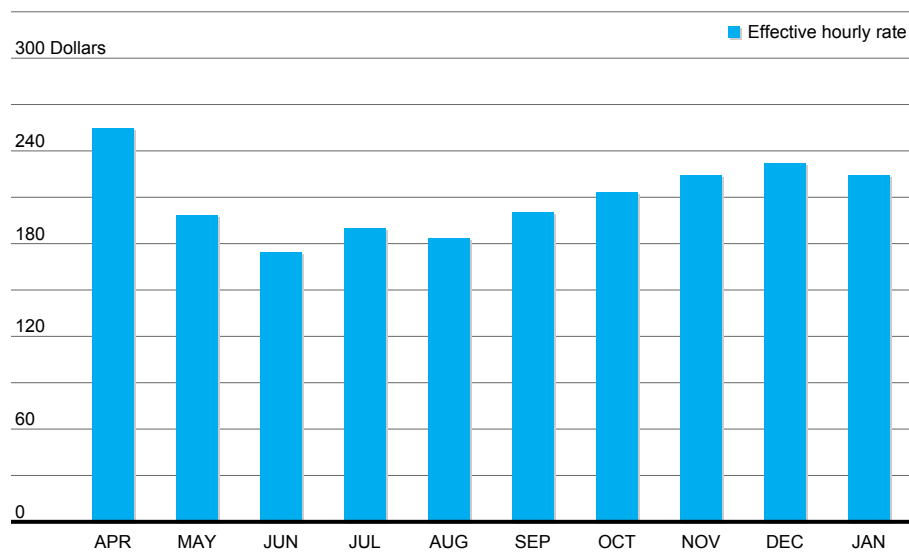
UNIQUE VISITS BY COUNTRY - This Month



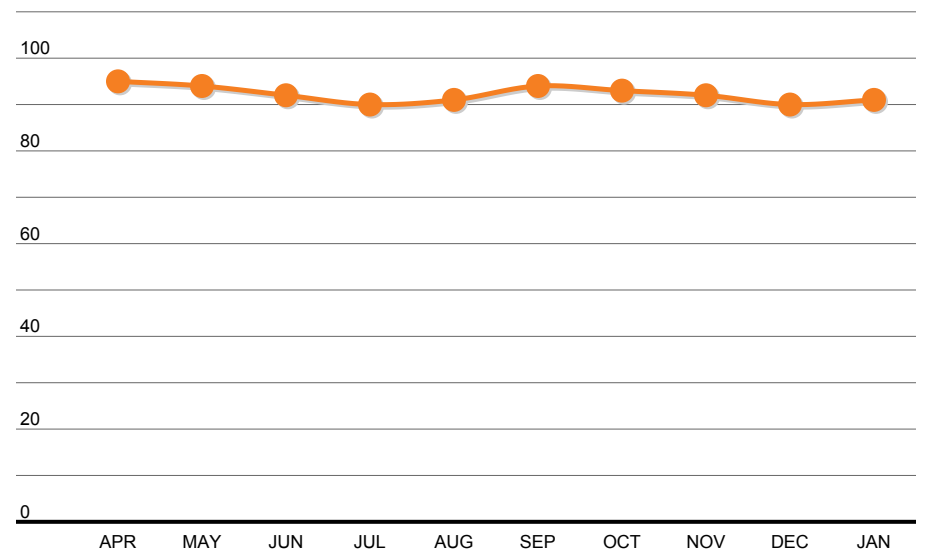
ORIGINATING SOURCE (Top 5) - This Month



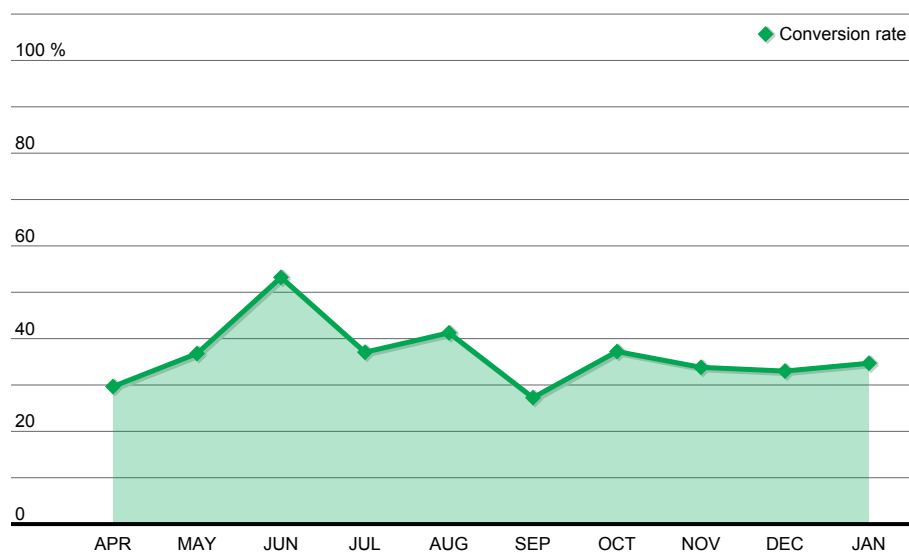
EFFECTIVE HOURLY RATE



CUSTOMER SATISFACTION RATING



SALES CONVERSIONS



NEW CUSTOMERS

