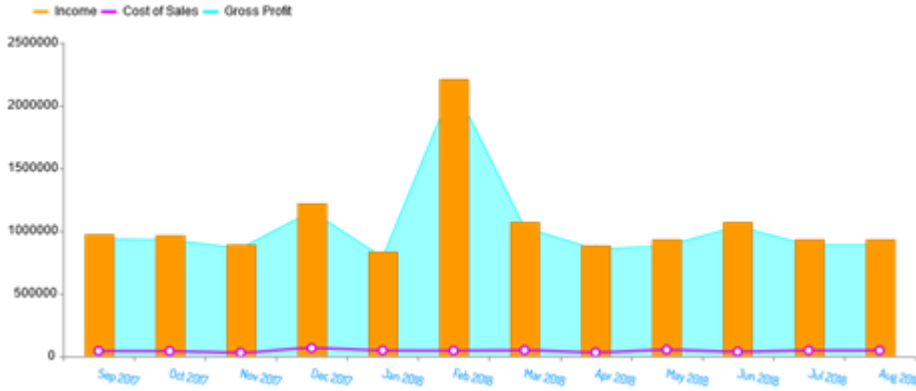




Comparison KPI's



Gross Profit

78 %

Act: \$886,624

Ly: \$1,138,504



Overhead

113 %

Act: \$122,298

Ly: \$140,238



Cost of Sales

92 %

Act: \$45,060

: \$41,832



Major Success:

Won ABC Contact - 12 month term New supplier agreement signed, will help to reduce COGS by a further 4%-5%

Major Obstacles:

Key employee from sales team left. Currently trying to find a suitable replacement Marketing expenses higher due to trade show

Marketing, sales and customer activities:

2 Day sales training to be conducted mid next month. Has been assigned to Paul Smith to manage.

Financial, expense reduction and profit activities:

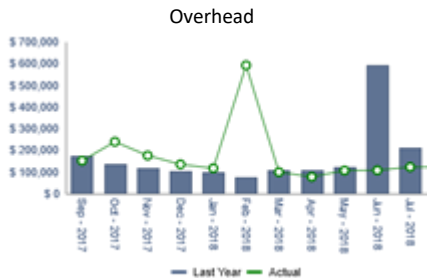
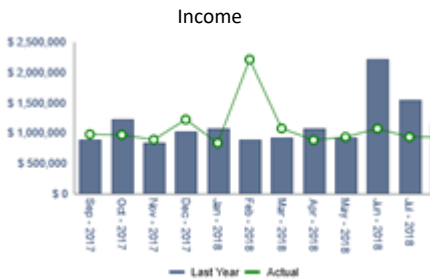
The new supplier agreement will help us to continue to reduce COGS.

Innovation, product development:

New product to be launched next month. Final tests being completed

Systems and Process:

Started to update our Operational Policies & Procedures



This Month Results

Financial Year (Jul-18 to Jun-19)	Actual	Last Year	% Last Year
Income	\$930,638	\$1,180,336	79 %
Cost of Sales	\$45,060	\$41,832	92 %
Gross Profit	\$886,624	\$1,138,504	78 %
Total Expense	\$1,466,770	\$1,417,649	97 %
Overhead	\$122,298	\$140,238	113 %
Personal Sales	\$0	\$0	100 %
Marketing Expense	\$40,583	\$44,952	110 %
Tax	\$240,293	\$254,318	106 %
Certificate renewals	0 %	100 %	0 %

Year to Date Results

Last FY (Actual)	YTD (Actual)	LYTD (Actual)	YTD (%)
\$13,762,479	\$1,861,276	\$2,720,749	68 %
\$487,860	\$90,120	\$66,366	64 %
\$13,274,620	\$1,773,248	\$2,654,384	67 %
\$17,732,308	\$2,933,540	\$2,901,339	99 %
\$2,148,225	\$244,596	\$350,687	130 %
\$115,000	\$0	\$0	100 %
\$474,829	\$81,166	\$80,086	99 %
\$2,812,555	\$480,586	\$510,184	106 %
83 %	0 %	0 %	100 %

MONTHLY DASHBOARD PERFORMANCE

	Actual	Target	Variance		Trend	[#] Alerts	Comments
				Period:	Jul 2018		
				Aug 2017			
Income							
Certificate renewals	0.00 %	0.00 %	100 %	✓	→	0%	
Personal Sales	\$0	\$0	100 %	✓	→	0%	
Profit							
Income	\$930,638	\$1,180,336	79 %	✗	→	0%	
Expense							
Gross Profit	\$886,624	\$1,138,504	78 %	✗	→	0%	
Expense							
Cost of Sales	\$45,060	\$41,832	92 %	✓	→	0%	
Marketing Expense	\$40,583	\$44,952	110 %	✓	→	0%	
Overhead	\$122,298	\$140,238	113 %	✓	→	0%	
Total Expense	\$1,466,770	\$1,417,649	97 %	✓	→	0%	
Tax							
Tax	\$240,293	\$254,318	106 %	✓	→	0%	