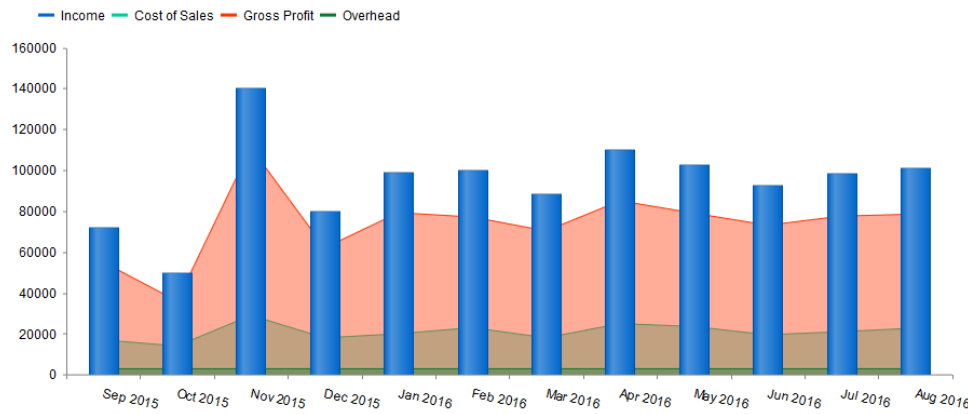


Financial Statement

Target

August 2016

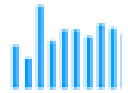
Comparison KPI's



Income

107 %

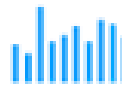
Act: \$101,289
Tgt: \$95,000



Cost of Sales

91 %

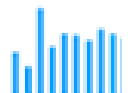
Act: \$22,800
Tgt: \$21,000



Gross Profit

105 %

Act: \$78,489
Tgt: \$75,000



Major Success:

In this field users can list their major success's for the current month:

- Great sales
- Profit margins increase due to securing new distribution channel
- New branding almost complete
- Won Sydney contract

Major Obstacles:

In this field users can list their major obstacles for the current month E.g.:

- Recruitment advertising has not been effective
- Lack of team depth to cover shift...urgently need to address
- Delayed product launch due to supply issues

Marketing, sales and customer activities:

List tasks which have been completed and tasks which still need to be completed.

- Send out email campaign
- Google PPC

Financial, expense reduction and profit activities:

List tasks which have been completed and tasks which still need to be completed.

- Reviewed our telephone bills
- Re-negotiation of logistics and associated costs

Innovation, product development:

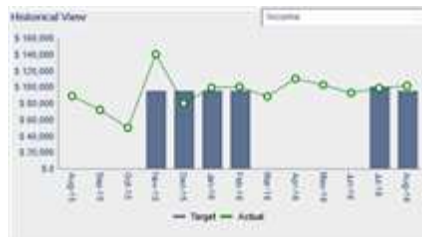
Utilise this area to list tasks which have been completed this month and tasks which still need to be completed.

- New product launch in the process

Systems and Process:

Utilise this area to list tasks which have been completed this month and tasks which still need to be completed.

- Implementing new server to systemise office/admin functions



This Month Results

Year to Date Results

Financial Year (Jul-16 to Jun-17)	Actual	Last Year	% Target	Last FY (Actual)	YTD (Actual)	LYTD (Actual)	YTD (%)
Income	● \$101,289	\$95,000	107 %	● \$195,000	\$199,815	\$195,000	102 %
Cost of Sales	● \$22,800	\$21,000	91 %	● \$44,000	\$43,800	\$44,000	100 %
Gross Profit	● \$78,489	\$75,000	105 %	● \$153,000	\$156,015	\$153,000	102 %
Total Expense	● \$27,490	\$25,000	90 %	● \$5,700	\$5,800	\$5,700	98 %
Overhead	● \$2,900	\$2,500	84 %	● \$54,500	\$54,980	\$54,500	99 %
EBIT	● \$52,299	\$50,000	105 %	● \$104,000	\$104,035	\$104,000	100 %
Non-Operating Income	● \$1,300	\$1,000	130 %	● \$2,200	\$3,000	\$2,200	136 %
Net Profit	● \$52,299	\$50,000	105 %	● \$102,000	\$104,035	\$102,000	102 %

Equity	●	\$0	\$0	100 %	●	\$0	\$0	\$0	100 %
Cash	●	\$42,581	\$45,000	95 %	●	\$45,000	\$84,170	\$45,000	187 %
Debtors (Receivables)	●	\$5,895	\$4,500	131 %	●	\$4,500	\$11,021	\$4,500	245 %
Inventory	●	\$0	\$0	100 %	●	\$0	\$0	\$0	100 %
Creditors	●	\$4,788	\$4,788	100 %	●	\$7,088	\$6,923	\$7,088	98 %
Marketing Expense	●	\$10,000	\$8,000	75 %	●	\$18,000	\$20,000	\$18,000	89 %

MONTHLY DASHBOARD PERFORMANCE

Financial Statement - For the period August 2016

	Actual	Target	Variance		Trend		Comments
Income							
Income	\$101,289	\$95,000	107 %	✓	↑	3 %	
Non-Operating Income	\$1,300	\$1,000	130 %	✓	↓	24 %	
Profit							
EBIT	\$52,299	\$50,000	105 %	✓	↑	1 %	
Gross Profit	\$78,489	\$75,000	105 %	✓	↑	1 %	
Net Profit	\$52,299	\$50,000	105 %	✓	↑	1 %	
Liquidity							
Cash	\$42,581	\$45,000	95 %	✓	↑	2 %	
Creditors	\$4,788	\$4,788	100 %	✓	↑	124 %	
Debtors (Receivables)	\$5,895	\$4,500	131 %	✓	↑	15 %	
Inventory	\$0	\$0	100 %	✓	→	0%	
Financial							
Equity	\$0	\$0	100 %	✓	→	0%	
Working Capital	\$0	\$0	100 %	✓	→	0%	
Expense							
Associated Wages	\$0	\$0	100 %	✓	→	0%	
Cost of Sales	\$22,800	\$21,000	91 %	✗	↓	9 %	
Depreciation	\$0	\$0	100 %	✓	→	0%	
Marketing Expense	\$10,000	\$8,000	75 %	✗	→	0%	
Overhead	\$2,900	\$2,500	84 %	✗	→	0%	
Total Expense	\$27,490	\$25,000	90 %	✗	→	0%	
Wages	\$14,590	\$16,000	109 %	✓	→	0%	
Tax							
Tax	\$0	\$0	100 %	✓	→	0%	