



Document  
prepared  
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# KPI Scorecard – Sample/Light Edition Sample Company

This document was prepared for

Sample Person, on behalf

of Sample Company



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# MONTHLY DASHBOARD PERFORMANCE

## Financial Statement

	Actual	Target	Variance		Trend	
		Period: August 2016		Jul 2016		
<b>Income</b>						
Income	\$101,289	\$95,000	107 %	✓	↑	3 %
Non-Operating Income	\$1,300	\$1,000	130 %	✓	↓	24 %
<b>Profit</b>						
EBIT	\$52,299	\$50,000	105 %	✓	↑	1 %
Gross Profit	\$78,489	\$75,000	105 %	✓	↑	1 %
Net Profit	\$52,299	\$50,000	105 %	✓	↑	1 %
<b>Liquidity</b>						
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 %
<b>Financial</b>						
Equity	\$0	\$0	100 %	✓	→	0 %
Working Capital	\$0	\$0	100 %	✓	→	0 %
<b>Expense</b>						
Associated Wages	\$0	\$0	100 %	✓	→	0 %
Cost of Sales	\$22,800	\$21,000	91 %	✗	↓	9 %
Depreciation	\$0	\$0	100 %	✓	→	0 %
Interest Expense	\$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 %
<b>Tax</b>						
Tax	\$0	\$0	100 %	✓	→	0 %

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# MY REVIEW AND STRATEGY

## 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 night shift...urgently need to address
- Unforeseen expenses with machine breakdown
- Delayed product launch due to supply issues

## This month's Achievements and Next Month Plan:

### Marketing, sales and customer activities:

Utilise this area to list tasks which have been completed this month and tasks which still need to be completed. Allows you to map out next month's plans and KPI's, E.g.:

- Direct marketing campaign
- Emails
- Google PPC
- New product launch in the process
- Gap in market for a new version...will start drafting product specs

### Financial, expense reduction and profit activities:

Utilise this area to list tasks which have been completed this month and tasks which still need to be completed. Allows you to map out next month's plans and KPI's, E.g.:

- 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. Allows you to map out next month's plans and KPI's, E.g.:

- 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. Allows you to map out next month's plans and KPI's, E.g.:

- Implementing new server to systemise office/admin functions
- New CRM roll out commenced, completion expected in 2 months