



# World Domination - Group

## SAMPLE REPORT (NZD) - January 2021

Prepared 22 February 2021



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## Highlights

### 1. General Overview

A steady year so far. Revenue for Q4 is shaping up to be better than predicted.

### 2. Revenue

The Revenue for Jan 2021 was \$551,409, compared to \$509,161 for the same period last year. This represents an increase of \$42,248, or 8.3%.

Great effort!

### 3. Gross Profit

The Gross Profit for Jan 2021 was \$373,769, compared to \$328,763 for the same period last year. This represents an increase of \$45,006, or 13.69%.

### 4. Profit

The Net Profit for Jan 2021 was \$51,057, compared to the monthly average of \$51,945 for the last 12 months. This represents a decrease of \$888, or 1.71%.

### 5. Bank

The Bank for Jan 2021 was \$1,536,621, compared to \$1,390,525 last month. This represents an increase of \$146,096, or 10.51%.

## Observations

### 1. Market Conditions

We continue to maintain a solid corner of the market.

### 2. Projections

Expansion of our sales avenues coupled with a decrease in interest rates is expected to increase sales revenue by 10% in Q4.

### 3. Cash

Cash has remained in a stable position and continues a positive trend with a 51% increase on last year.

## Recommendations for Action

### 1. Revenue

The Revenue for the year to date is \$5,332,535, compared to \$5,230,976 for the same period last year. This represents an increase of \$101,559, or 1.94%.

### 2. Margins

Margins remain stable this month with market contractions are seeing an increase to overheads.

### 3. Profit

Profits YTD exceed budget expectations however caution is advised as continued growth is predicted to slow over Q4.

### 4. Overheads

The Overheads for Jan 2021 was \$270,170, compared to \$327,148 in the Budget. This represents a variance of \$56,978, or 17.42%.

## Finance

Assignee: Peter



**Due: Feb 21**

Adjust forecast to include new pricing model for AU and CA.

## Marketing

Assignee: Stewie



**Due: Mar 21**

1. Formulate new year strategy.
2. Select a new advertising agency.
3. Create new product campaigns

## Human Resources

Assignee: Brian



**Due: Apr 21**

1. Recruit a new SAM for US team.
2. Migrate to new HMRS system.

## Operations

Assignee: Chris



**Due: Apr 21**

1. Implement new employee development plan.
2. Develop new quality control measures.
3. Operational guidelines review.

	YTD	Actual vs Last Year		Jan 21 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jan 21	Dec 20	Nov 20	Oct 20	YTD	Budget	Total 20/21
<b>Revenue</b>										
Overseas Revenue	0	3,219	-100.0%	0	0	0	0	0	0	0
Product Revenue	652,512	529,876	23.1%	48,869	69,860	135,468	64,716	652,512	116,444	768,956
Project Revenue	4,482,898	4,533,407	-1.1%	485,726	457,187	437,062	482,213	4,482,898	962,781	5,445,679
Support Revenue	197,125	164,474	19.9%	16,814	25,066	19,947	23,661	197,125	47,384	244,509
<b>Total Revenue</b>	<b>5,332,535</b>	<b>5,230,976</b>	<b>1.9%</b>	<b>551,409</b>	<b>552,113</b>	<b>592,477</b>	<b>570,590</b>	<b>5,332,535</b>	<b>1,126,609</b>	<b>6,459,144</b>
<b>Cost of Sales</b>										
Product Costs	120,412	123,080	-2.2%	12,015	11,224	12,301	13,217	120,412	33,548	153,960
Project Costs	1,621,794	1,635,831	-0.9%	159,770	146,636	166,009	166,884	1,621,794	394,361	2,016,155
Support Costs	74,817	75,045	-0.3%	5,855	9,146	7,622	7,980	74,817	23,530	98,347
<b>Gross Profit</b>	<b>3,515,512</b>	<b>3,397,020</b>	<b>3.5%</b>	<b>373,769</b>	<b>385,107</b>	<b>406,545</b>	<b>382,509</b>	<b>3,515,512</b>	<b>675,170</b>	<b>4,190,682</b>
<b>GP%</b>	<b>65.9%</b>	<b>64.9%</b>	<b>1.0%</b>	<b>67.8%</b>	<b>69.8%</b>	<b>68.6%</b>	<b>67.0%</b>	<b>65.9%</b>	<b>59.9%</b>	<b>64.9%</b>
<b>OPEX</b>										
<b>Admin</b>										
Wages	2,158,276	2,191,336	-1.5%	210,676	211,955	211,602	216,832	2,158,276	496,312	2,654,588
<b>Finance</b>										
Accounting Fees	20,772	21,088	-1.5%	2,028	2,041	2,037	2,086	20,772	5,538	26,310
Bank Fees	9,446	9,593	-1.5%	921	928	926	949	9,446	1,907	11,353
Interest Expense	4,895	4,970	-1.5%	478	482	479	492	4,895	1,447	6,342
<b>Total Finance</b>	<b>35,113</b>	<b>35,651</b>	<b>-1.5%</b>	<b>3,427</b>	<b>3,451</b>	<b>3,442</b>	<b>3,527</b>	<b>35,113</b>	<b>8,892</b>	<b>44,005</b>
<b>Operations</b>										
Rent Expense	473,041	480,286	-1.5%	46,175	46,456	46,378	47,525	473,041	95,124	568,165
Insurance	0	0	0.0%	0	0	0	0	0	7,309	7,309
Repairs and Maintenance	0	0	0.0%	0	0	0	0	0	6,117	6,117
<b>Total Operations</b>	<b>473,041</b>	<b>480,286</b>	<b>-1.5%</b>	<b>46,175</b>	<b>46,456</b>	<b>46,378</b>	<b>47,525</b>	<b>473,041</b>	<b>108,550</b>	<b>581,591</b>
Entertainment	19,880	20,187	-1.5%	1,940	1,952	1,949	1,998	19,880	5,804	25,684
Other	68,936	275,733	-75.0%	6,729	6,769	6,760	6,927	68,936	14,158	83,094
FX and other Adjustments	1,223	-887	237.9%	1,223	0	0	0	1,223	0	1,223
<b>Total OPEX</b>	<b>2,756,469</b>	<b>3,002,306</b>	<b>-8.2%</b>	<b>270,170</b>	<b>270,583</b>	<b>270,131</b>	<b>276,809</b>	<b>2,756,469</b>	<b>633,716</b>	<b>3,390,185</b>
<b>Net Profit Before Tax</b>	<b>759,043</b>	<b>394,714</b>	<b>92.3%</b>	<b>103,599</b>	<b>114,524</b>	<b>136,414</b>	<b>105,700</b>	<b>759,043</b>	<b>41,454</b>	<b>800,497</b>

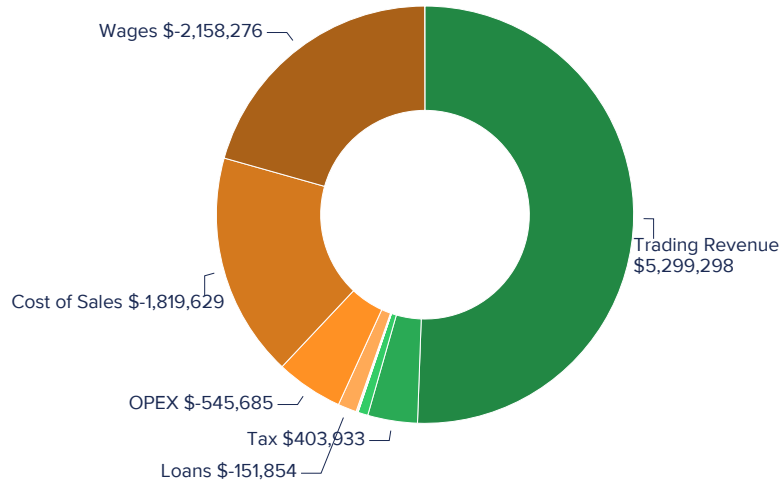
	Entities YTD					
	AU	CA	EU	NZ	Elimination	Total
<b>Revenue</b>						
Overseas Revenue	13,727	0	0	0	-13,727	0
Product Revenue	141,283	148,434	230,499	132,296	0	652,512
Project Revenue	970,369	1,021,056	1,584,589	906,884	0	4,482,898
Support Revenue	42,673	44,857	69,718	39,877	0	197,125
<b>Total Revenue</b>	<b>1,168,052</b>	<b>1,214,347</b>	<b>1,884,806</b>	<b>1,079,057</b>	<b>-13,727</b>	<b>5,332,535</b>
<b>Cost of Sales</b>						
Consultancy Costs	0	0	0	14,950	-14,950	0
Product Costs	26,066	27,417	42,575	24,354	0	120,412
Project Costs	350,909	369,485	573,516	327,884	0	1,621,794
Support Costs	16,195	17,040	26,453	15,129	0	74,817
<b>Gross Profit</b>	<b>774,882</b>	<b>800,405</b>	<b>1,242,262</b>	<b>696,740</b>	<b>1,223</b>	<b>3,515,512</b>
<b>GP%</b>	<b>66.3%</b>	<b>65.9%</b>	<b>65.9%</b>	<b>64.6%</b>	<b>-8.9%</b>	<b>65.9%</b>
<b>OPEX</b>						
<b>Admin</b>						
Wages	467,120	491,646	763,100	436,410	0	2,158,276
<b>Total Admin</b>	<b>467,120</b>	<b>491,646</b>	<b>763,100</b>	<b>436,410</b>	<b>0</b>	<b>2,158,276</b>
<b>Finance</b>						
Accounting Fees	4,496	4,732	7,344	4,200	0	20,772
Bank Fees	2,044	2,152	3,340	1,910	0	9,446
Interest Expense	1,059	1,115	1,731	990	0	4,895
<b>Total Finance</b>	<b>7,599</b>	<b>7,999</b>	<b>12,415</b>	<b>7,100</b>	<b>0</b>	<b>35,113</b>
<b>Operations</b>						
Rent Expense	102,380	107,757	167,254	95,650	0	473,041
<b>Total Operations</b>	<b>102,380</b>	<b>107,757</b>	<b>167,254</b>	<b>95,650</b>	<b>0</b>	<b>473,041</b>
Other	19,222	20,230	31,404	17,960	0	88,816
FX and other Adjustments	0	0	0	0	1,223	1,223
<b>Total OPEX</b>	<b>596,321</b>	<b>627,632</b>	<b>974,173</b>	<b>557,120</b>	<b>1,223</b>	<b>2,756,469</b>
<b>Net Profit Before Tax</b>	<b>178,561</b>	<b>172,773</b>	<b>268,089</b>	<b>139,620</b>	<b>0</b>	<b>759,043</b>

	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jan 21	Last Year	Variance	Variance %	Dec 20	Nov 20	Oct 20	CAPEX Monitor	YTD
Accounts Receivable	638,947	585,535	53,412	9.1%	639,788	681,348	656,177	Furniture & Fittings	-5,635
Bank Accounts	1,536,621	478,409	1,058,212	221.2%	1,390,525	1,236,763	1,121,522	Leasehold Improvements	-10,689
<b>Total Current Assets</b>	<b>2,175,568</b>	<b>1,063,944</b>	<b>1,111,624</b>	<b>104.5%</b>	<b>2,030,313</b>	<b>1,918,111</b>	<b>1,777,699</b>	Office Equipment	-12,168
Term Assets	1,447,674	1,574,903	-127,229	-8.1%	1,461,496	1,459,882	1,501,121	Computer Equipment	-15,875
<b>Total Assets</b>	<b>3,623,242</b>	<b>2,638,847</b>	<b>984,395</b>	<b>37.3%</b>	<b>3,491,809</b>	<b>3,377,993</b>	<b>3,278,820</b>	Motor Vehicle	-50,700
Accounts Payable	204,290	207,459	-3,169	-1.5%	192,056	213,823	216,290	<b>Total CAPEX</b>	<b>-95,067</b>
Other Current Liabilities	931,043	342,342	588,701	172.0%	831,873	790,962	716,894	<b>Debt Monitor</b>	<b>As at Jan 21</b>
<b>Total Current Liabilities</b>	<b>1,135,333</b>	<b>549,801</b>	<b>585,532</b>	<b>106.5%</b>	<b>1,023,929</b>	<b>1,004,785</b>	<b>933,184</b>	Taxes	846,657
Term Liabilities	378,523	559,901	-181,378	-32.4%	394,904	413,158	437,780	Term Loans	378,523
<b>Total Liabilities</b>	<b>1,513,856</b>	<b>1,109,702</b>	<b>404,154</b>	<b>36.4%</b>	<b>1,418,833</b>	<b>1,417,943</b>	<b>1,370,964</b>	Accounts Payable	262,616
<b>Net Assets</b>	<b>2,112,398</b>	<b>1,529,157</b>	<b>583,241</b>	<b>38.1%</b>	<b>2,072,967</b>	<b>1,960,067</b>	<b>1,907,860</b>	Other	26,060
Equity	1,546,995	1,312,520	234,475	17.9%	1,556,381	1,558,643	1,597,171	<b>Total Debt</b>	<b>1,513,856</b>
Current Year Earnings	575,454	225,001	350,453	155.8%	524,397	409,873	311,653		
FX and other Adjustments	834	0	834	0.0%	0	0	0		
FX Reserves	-10,885	-8,364	-2,521	-30.1%	-7,811	-8,449	-964		
<b>Total Equity</b>	<b>2,112,398</b>	<b>1,529,157</b>	<b>583,241</b>	<b>38.1%</b>	<b>2,072,967</b>	<b>1,960,067</b>	<b>1,907,860</b>		

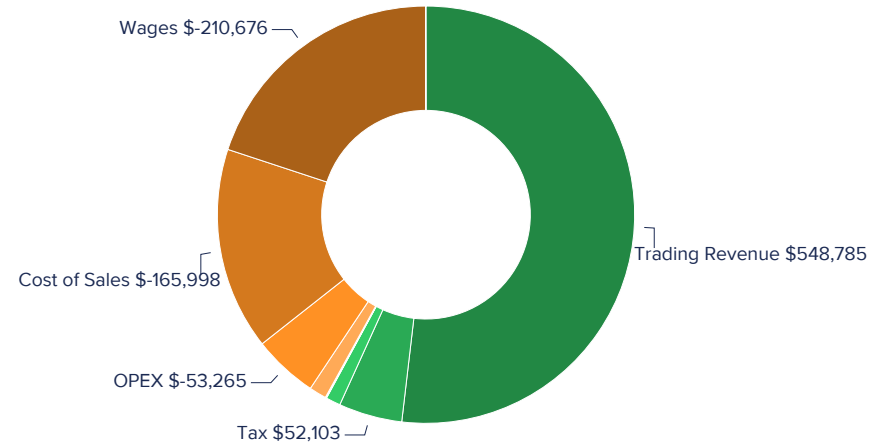
	Entities YTD					
	EU	AU	CA	NZ	Elimination	Total
Accounts Receivable	222,725	140,251	143,615	142,356	-10,000	638,947
Bank Accounts	535,638	337,292	345,384	318,307	0	1,536,621
<b>Total Current Assets</b>	<b>758,363</b>	<b>477,543</b>	<b>488,999</b>	<b>460,663</b>	<b>-10,000</b>	<b>2,175,568</b>
Term Assets	504,633	317,768	325,391	299,882	0	1,447,674
<b>Total Assets</b>	<b>1,262,996</b>	<b>795,311</b>	<b>814,390</b>	<b>760,545</b>	<b>-10,000</b>	<b>3,623,242</b>
Accounts Payable	71,212	44,842	45,918	42,318	0	204,290
Other Current Liabilities	326,737	203,627	208,513	192,166	0	931,043
<b>Total Current Liabilities</b>	<b>397,949</b>	<b>248,469</b>	<b>254,431</b>	<b>234,484</b>	<b>0</b>	<b>1,135,333</b>
Term Liabilities	135,312	88,385	87,250	78,410	-10,834	378,523
<b>Total Liabilities</b>	<b>533,261</b>	<b>336,854</b>	<b>341,681</b>	<b>312,894</b>	<b>-10,834</b>	<b>1,513,856</b>
<b>Net Assets</b>	<b>736,469</b>	<b>477,492</b>	<b>474,898</b>	<b>422,705</b>	<b>834</b>	<b>2,112,398</b>
Equity	539,254	339,568	347,717	320,456	0	1,546,995
Current Year Earnings	203,456	138,727	131,022	102,249	0	575,454
FX and other Adjustments	0	0	0	0	834	834
FX Reserves	-6,241	-803	-3,841	0	0	-10,885
<b>Total Equity</b>	<b>736,469</b>	<b>477,492</b>	<b>474,898</b>	<b>422,705</b>	<b>834</b>	<b>2,112,398</b>



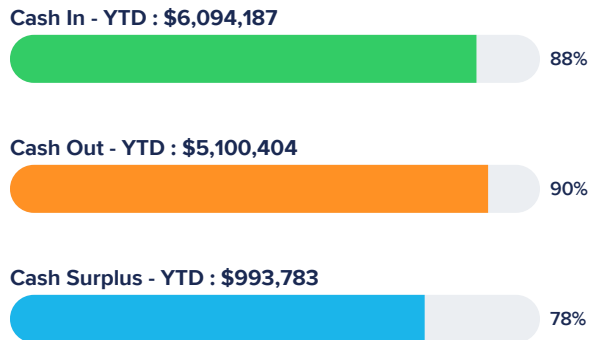
YTD CASH - excluding GST



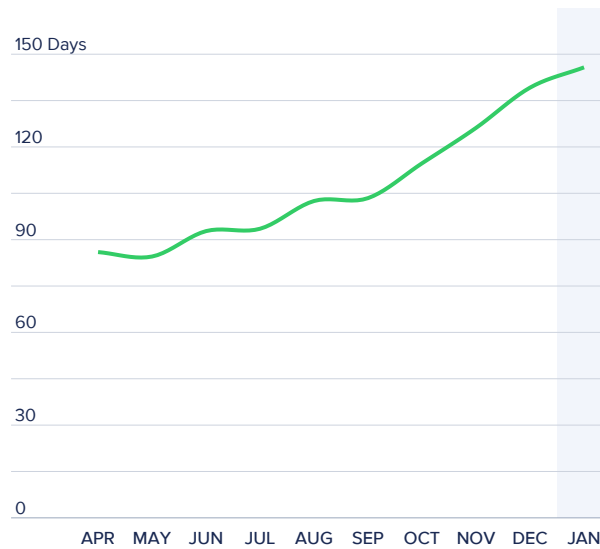
CASH - January 21 (excluding GST)



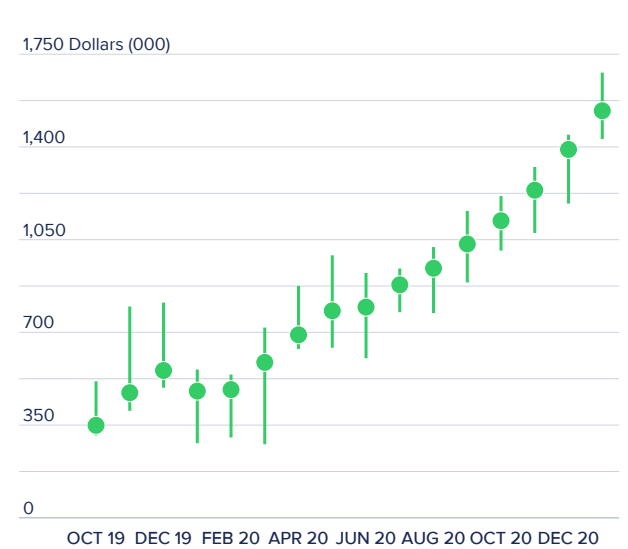
CASH TARGET MONITOR



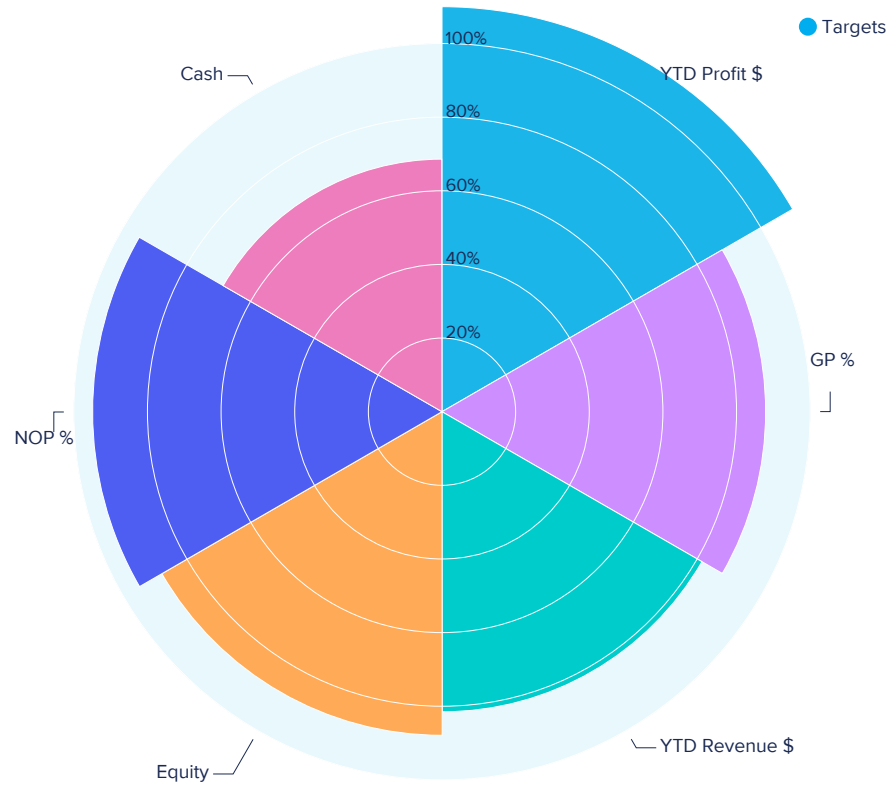
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

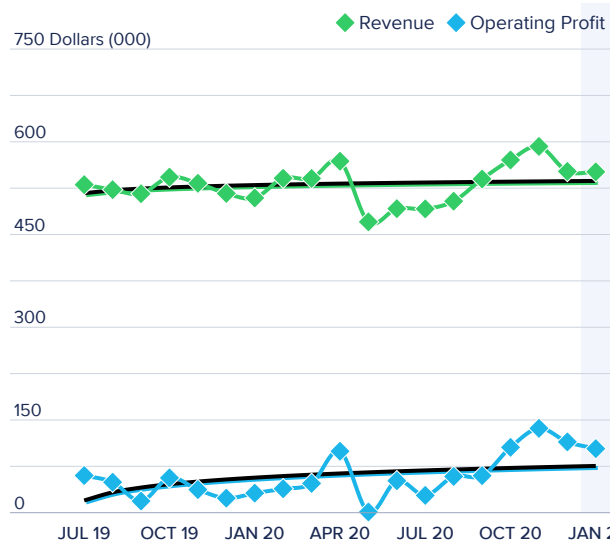


TARGET SCORE CARD

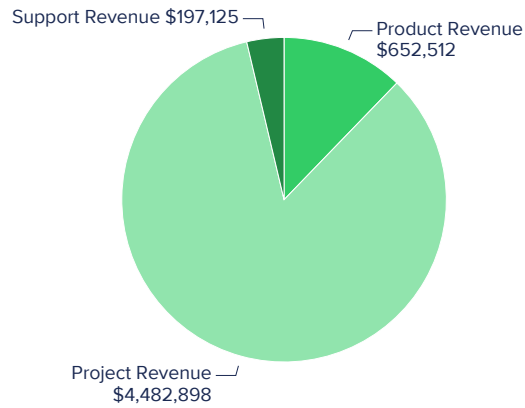


Actual vs Target		
	Actual	Target
Profit	759,043	752,330
GP %	65.9%	75.0%
Revenue	5,332,535	6,542,000
Equity	2,109,386	2,400,000
Net Operating Profit %	14.2%	15.0%
Cash	1,536,621	2,240,000

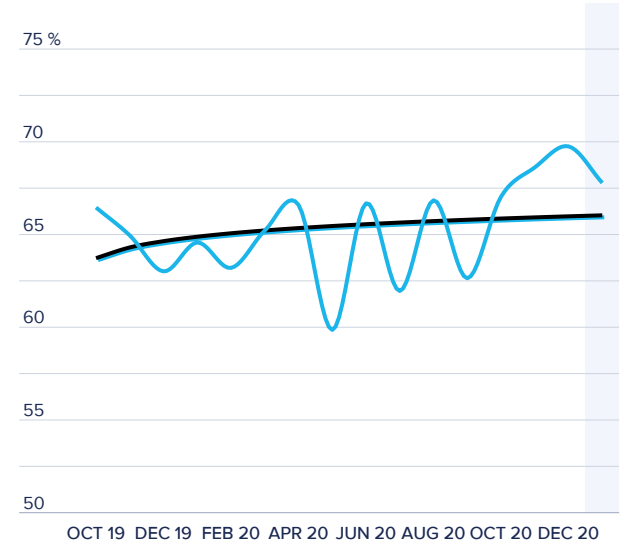
REVENUE AND OPERATING PROFIT TRENDS - Last 12 Months



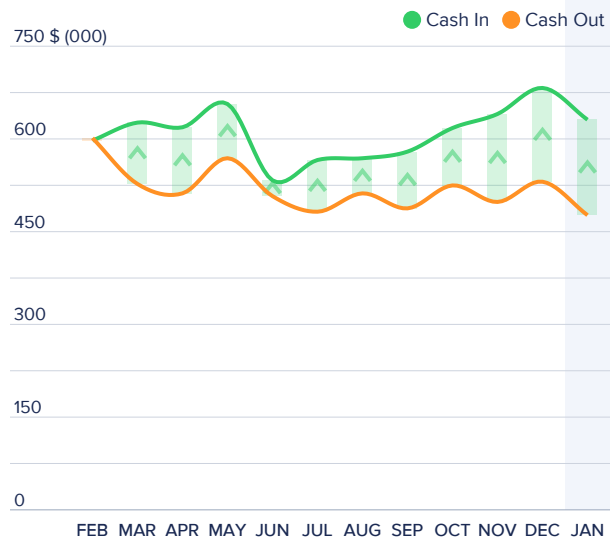
TOP REVENUE CONTRIBUTORS



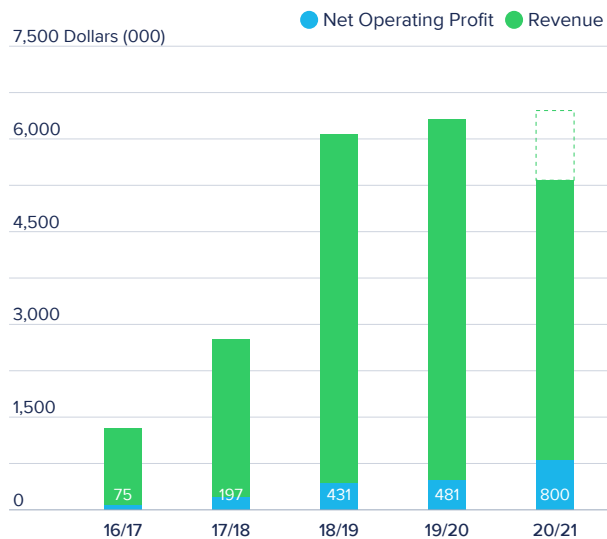
GROSS PROFIT % (EFFICIENCY)



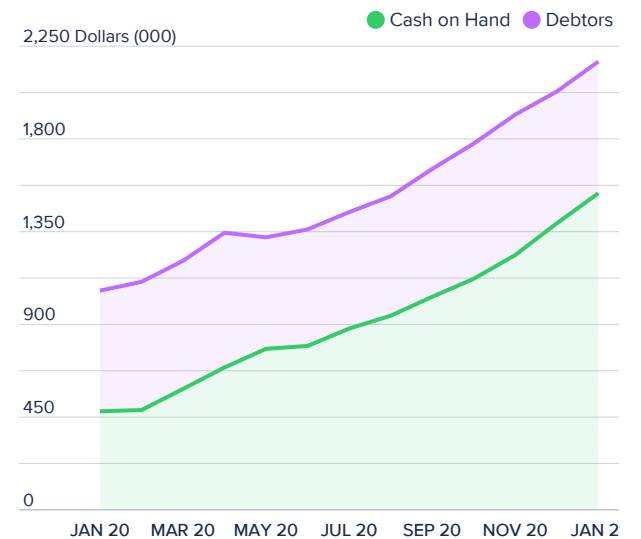
CASH IN AND OUT



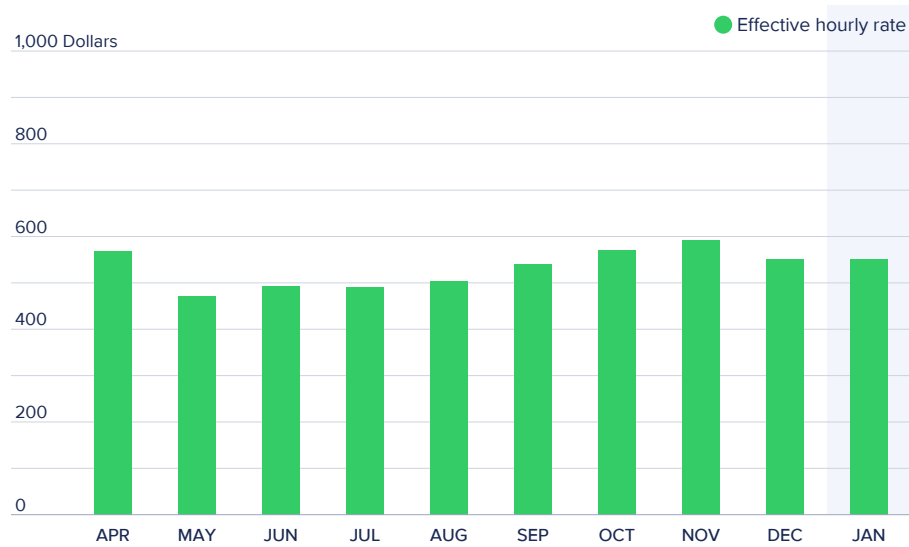
REVENUE AND NET OPERATING PROFIT - Last and Current Year



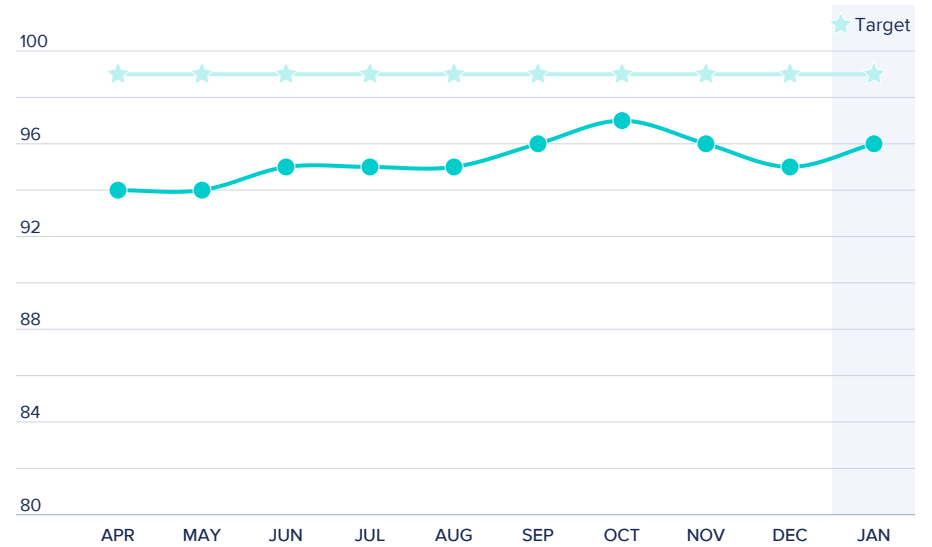
LIQUIDITY - (Cash + Debtors)



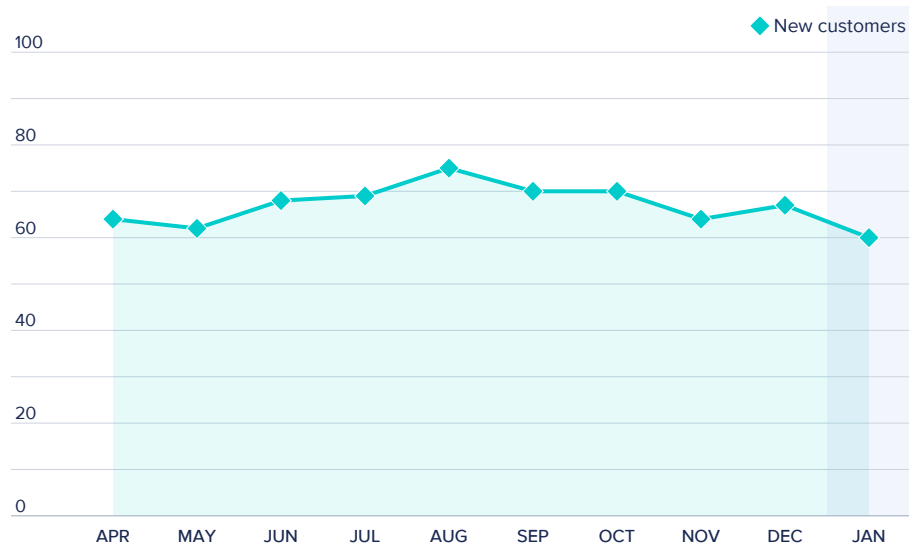
**EFFECTIVE HOURLY RATE**



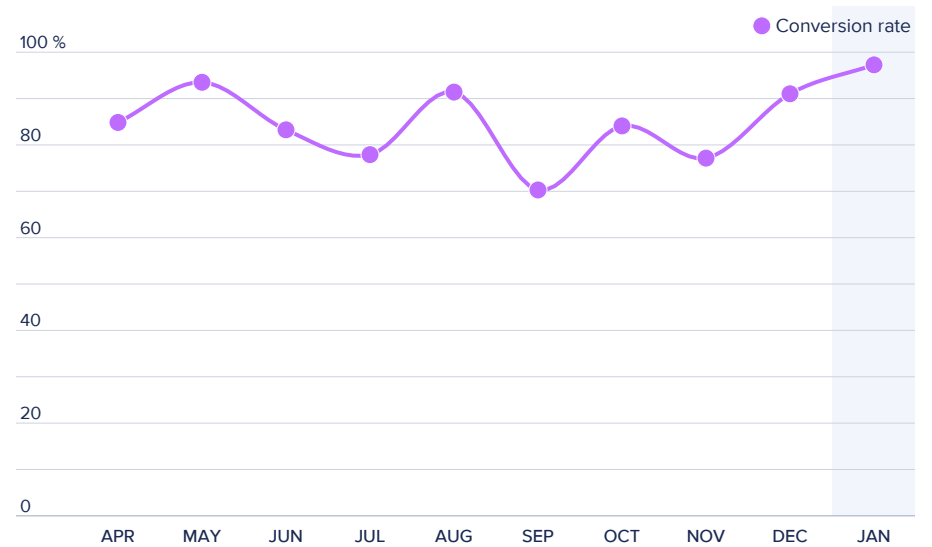
**CUSTOMER SATISFACTION RATING**



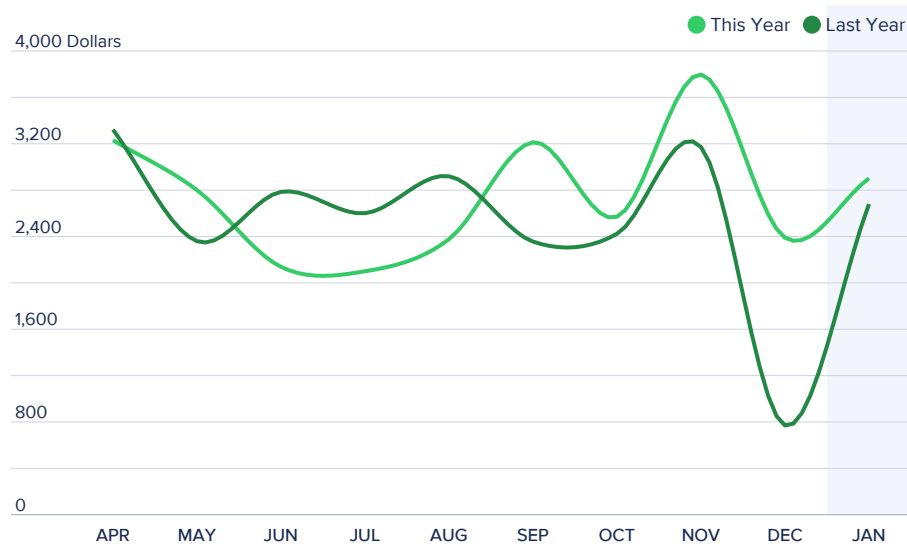
**NEW CUSTOMERS**



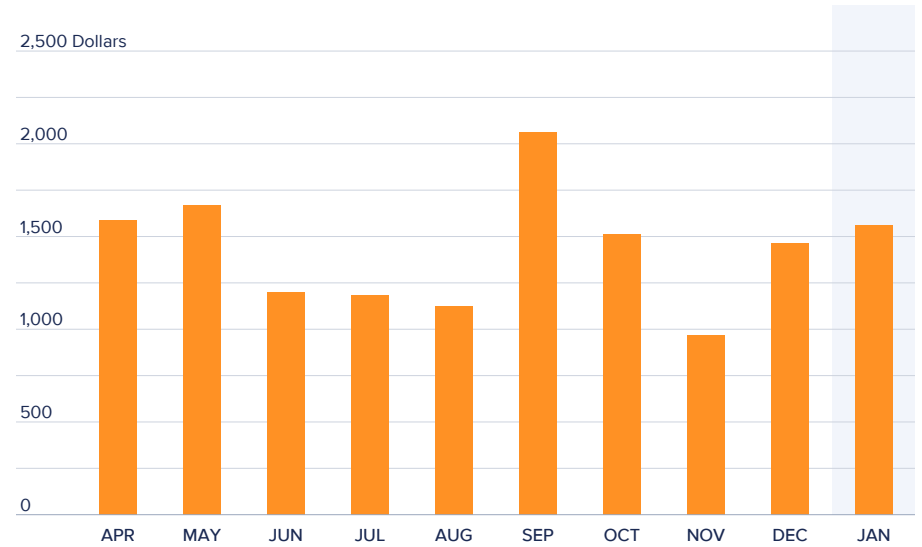
**SALES CONVERSIONS**



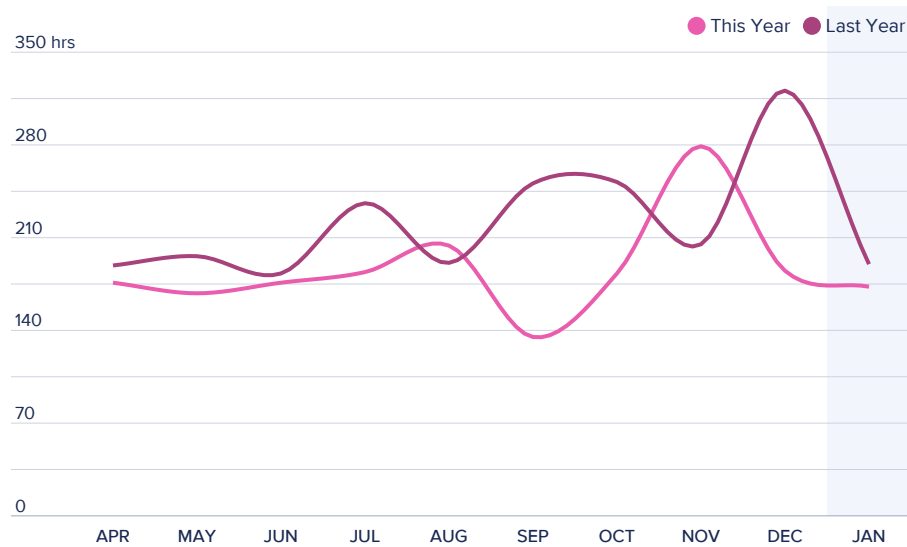
**EFFECTIVE HOURLY RATE - GROSS - This Year**



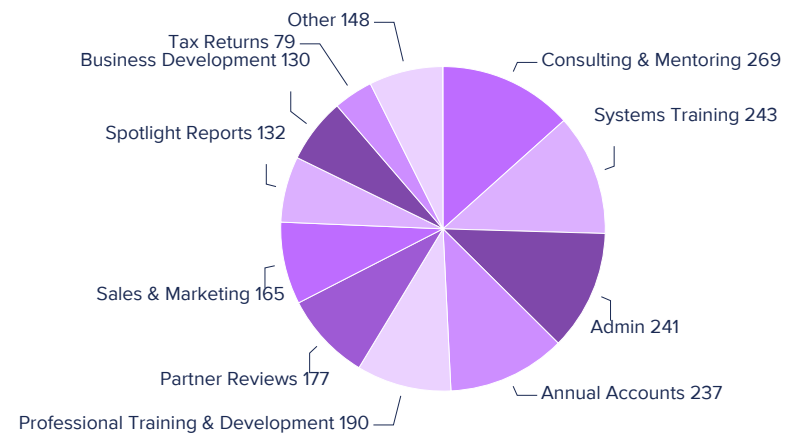
**OVERHEAD BURDEN PER HOUR**



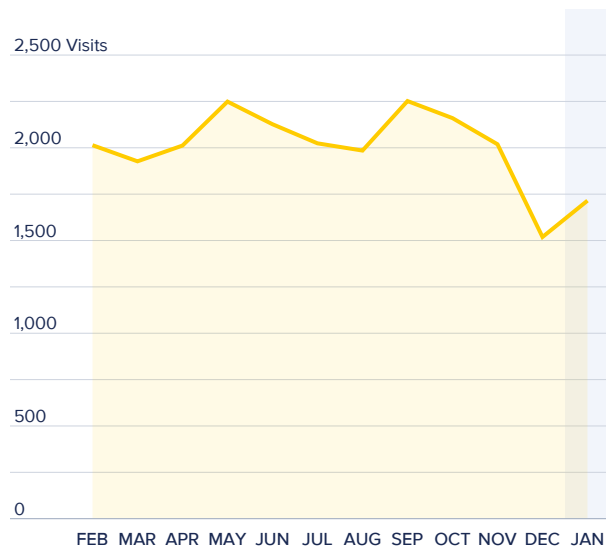
**FIRM BILLABLE HOURS - This Year vs Last Year**



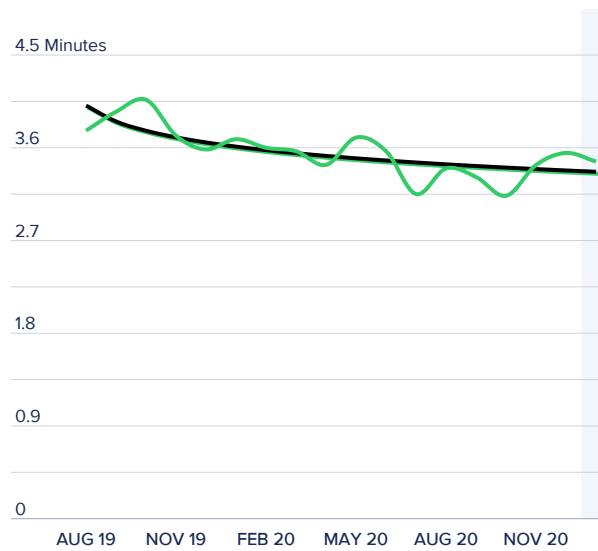
**TOP TEN TIME SPENT ON TASKS (hrs) - YTD**



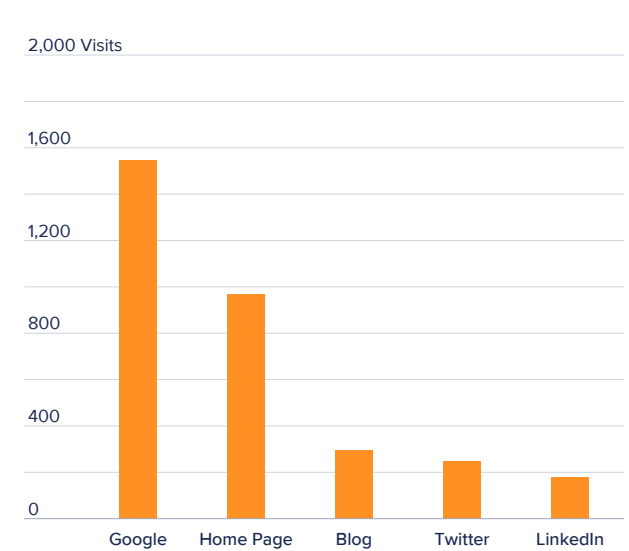
**MONTHLY UNIQUE VISITS**



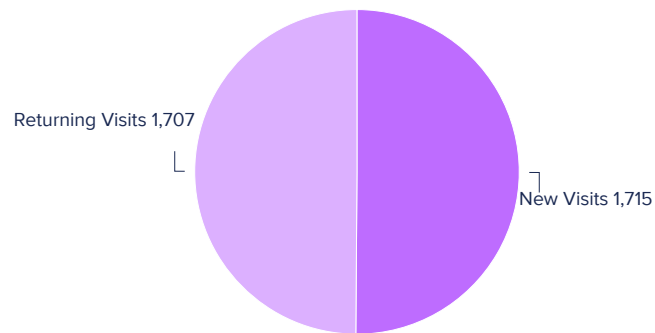
**TIME ON SITE - Last 18 Months**



**ORIGINATING SOURCE (Top 5) - This Month**



**NEW vs RETURNING VISITS - This Month**



**UNIQUE VISITS BY COUNTRY - This Month**

