

Creative Design

SAMPLE REPORT - January 2021

Prepared 22 February 2021



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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 2021 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 2021 was \$77,425, compared to \$79,293 last month. This represents a decrease of \$1,868, or 2.36%.

This isn't to be taken for granted - demand is expected to decrease throughout Q4.

5. Profit

The Net Profit for the year to date is \$117,199, compared to \$17,601 in the Budget. This represents an increase of \$99,598, or 565.87%.

Predicted overheads and maintenance costs did not occur which were factored into the original budget for Q3.

6. Bank

The Bank for Jan 2021 was \$318,307, compared to \$286,307 last month. This represents an increase of \$32,000, or 11.18%.

Well done on maintaining a solid cash position throughout Q3. 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 quarter - and remained stable. The focus is on recovery from the slow demand and solidifying our position.

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

CAPEX freeze still in effect, main focus on creditor reduction.

Recommendations for Action

1. Revenue

Revenue is maintaining 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 maintain increased 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

New sales manager expected to fill current gap in team. 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

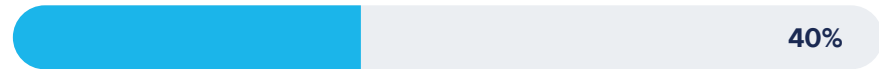


Due: Mar 21

- 2021 strategy based on feedback from board
- Finalise and publish the draft strategy
- Share draft strategy with board

Sales

Assignee: David



Due: Apr 21

- Sales analysis - Q4
- Hire new sales manager ready for Q1 2021

Marketing

Assignee: Stephen



Due: Apr 21

- Review and select marketing agency
- Hire in-house designer
- Marketing campaign for Q1 2021

Finance

Assignee: Julie

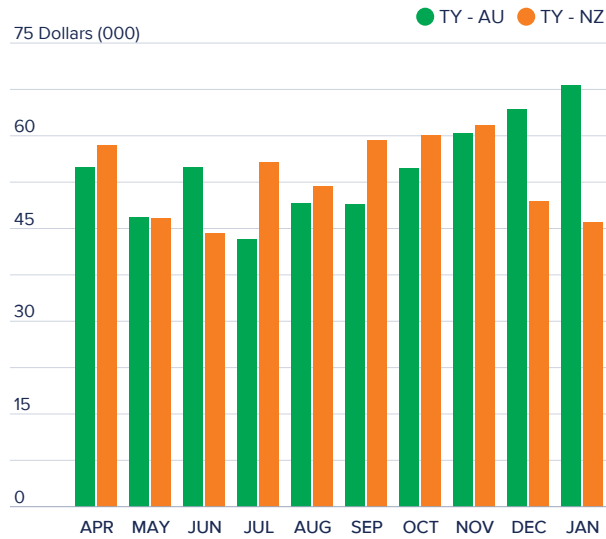


Due: Feb 21

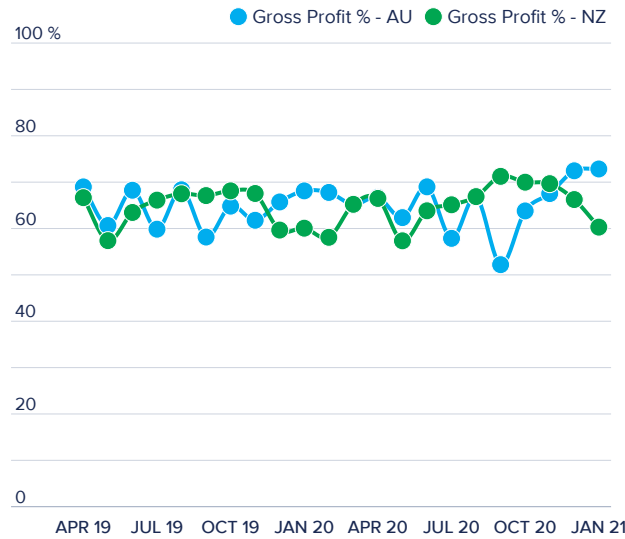
- 2021 Forecast
- Creditor reduction proposal
- Finalise new entertainment and expenditure policies
- Meet with tax office case manager

	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
Revenue										
Overseas Revenue	0	815	-100.0%	0	0	0	0	0	0	0
Product Revenue	132,296	105,498	25.4%	10,123	14,384	27,939	13,025	132,296	24,120	156,416
Project Revenue	906,884	901,960	0.5%	100,617	94,134	90,140	97,053	906,884	199,429	1,106,313
Support Revenue	39,877	32,742	21.8%	3,483	5,161	4,114	4,762	39,877	9,815	49,692
Total Revenue	1,079,057	1,041,015	3.7%	114,223	113,679	122,193	114,840	1,079,057	233,364	1,312,421
Cost of Sales	367,367	365,161	0.6%	36,798	34,386	38,347	37,854	367,367	93,510	460,877
Gross Profit	711,690	675,854	5.3%	77,425	79,293	83,846	76,986	711,690	139,854	851,544
GP%	66.0%	64.9%	1.0%	67.8%	69.8%	68.6%	67.0%	66.0%	59.9%	64.9%
OPEX										
Entertainment - Non-deductible	0	0	0.0%	0	0	0	0	0	608	608
Depreciation	10,370	51,350	-79.8%	1,037	1,037	1,037	1,037	10,370	2,074	12,444
Financial										
Accounting Fees	4,200	4,200	0.0%	420	420	420	420	4,200	1,147	5,347
Bank Fees	1,910	1,910	0.0%	191	191	191	191	1,910	395	2,305
Interest Expense	990	990	0.0%	99	99	99	99	990	300	1,290
Total Financial	7,100	7,100	0.0%	710	710	710	710	7,100	1,842	8,942
Operations										
Insurance	0	0	0.0%	0	0	0	0	0	1,514	1,514
Rent Expense	95,650	95,650	0.0%	9,565	9,565	9,565	9,565	95,650	19,704	115,354
Repairs and Maintenance	0	0	0.0%	0	0	0	0	0	1,267	1,267
Total Operations	95,650	95,650	0.0%	9,565	9,565	9,565	9,565	95,650	22,485	118,135
Entertainment	4,020	4,020	0.0%	402	402	402	402	4,020	594	4,614
Staff Training	1,080	1,080	0.0%	108	108	108	108	1,080	282	1,362
National Travel	2,490	2,490	0.0%	249	249	249	249	2,490	576	3,066
Wages	436,410	436,410	0.0%	43,641	43,641	43,641	43,641	436,410	102,805	539,215
Total OPEX	557,120	598,100	-6.9%	55,712	55,712	55,712	55,712	557,120	131,266	688,386
NOP%	14.3%	7.5%	6.9%	19.0%	20.7%	23.0%	18.5%	14.3%	3.7%	12.4%
Net Profit	117,199	44,190	165.2%	10,829	23,581	20,257	19,714	117,199	4,588	121,787

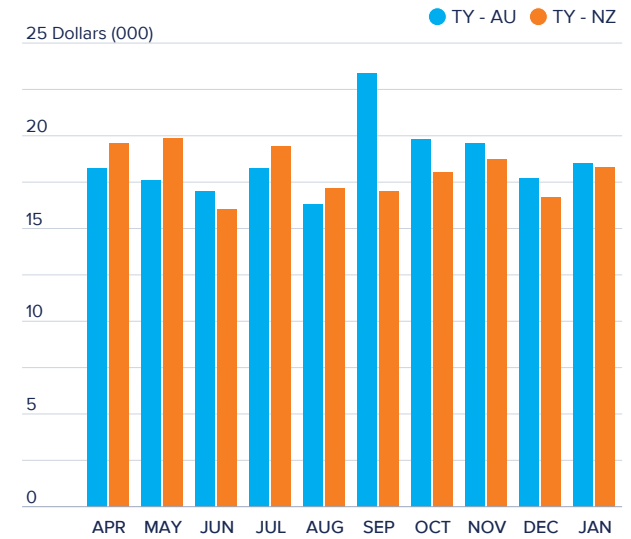
REVENUE - This Year



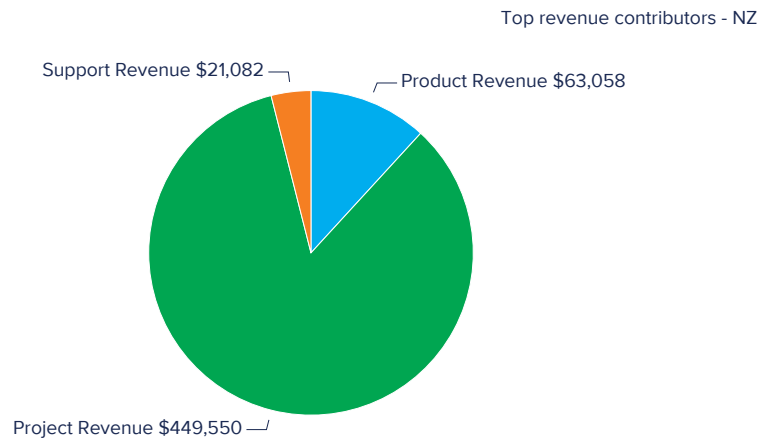
GROSS PROFIT % (EFFICIENCY)



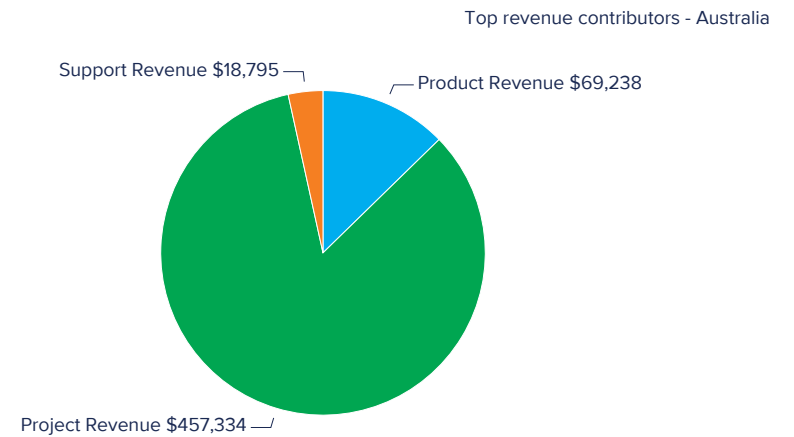
COST OF SALES - This Year



TOP REVENUE CONTRIBUTORS - Auckland

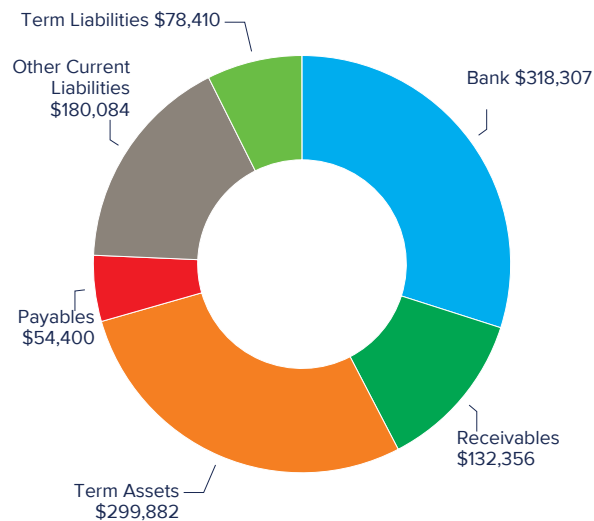


TOP REVENUE CONTRIBUTORS - Australia

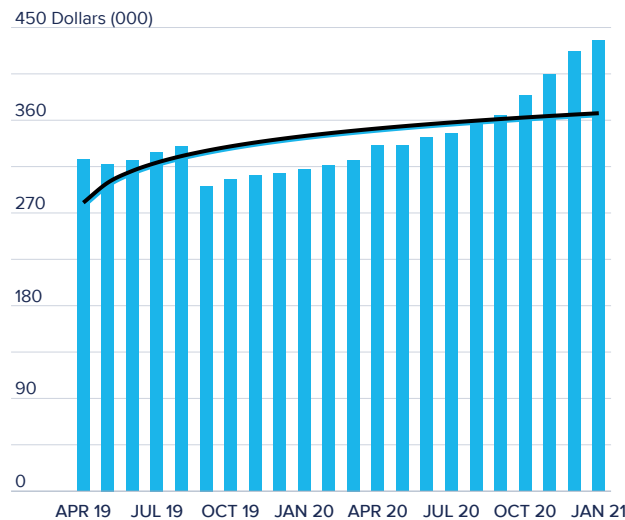


	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jan 21	Last Year	Variance	Variance %	Dec 20	Nov 20	Oct 20	CAPEX Monitor	YTD
Accounts Receivable	132,356	119,439	12,917	10.8%	131,731	140,522	132,066	Office Equipment	869
Bank Accounts	318,307	97,587	220,720	226.2%	286,307	255,071	225,724	Total CAPEX	869
Total Current Assets	450,667	217,028	233,639	107.7%	418,042	395,595	357,792		
Term Assets	299,882	321,253	-21,371	-6.7%	300,919	301,088	302,124	Debt Monitor	As at Jan 21
Total Assets	750,549	538,281	212,268	39.4%	718,961	696,683	659,916	Taxes	175,383
Accounts Payable	42,318	42,318	0	0.0%	39,544	44,099	43,532	Term Loans	78,410
Other Current Liabilities	192,166	69,832	122,334	175.2%	171,281	163,129	144,286	Accounts Payable	54,400
Total Current Liabilities	234,484	112,150	122,334	109.1%	210,825	207,228	187,818	Other	4,701
Term Liabilities	78,410	114,210	-35,800	-31.3%	81,310	85,210	88,110	Total Debt	312,894
Total Liabilities	312,894	226,360	86,534	38.2%	292,135	292,438	275,928		
Net Assets	437,655	311,921	125,734	40.3%	426,826	404,245	383,988		
Equity	320,456	267,731	52,725	19.7%	320,456	321,456	321,456		
Current Year Earnings	117,199	44,190	73,009	165.2%	106,370	82,789	62,532		
Total Equity	437,655	311,921	125,734	40.3%	426,826	404,245	383,988		

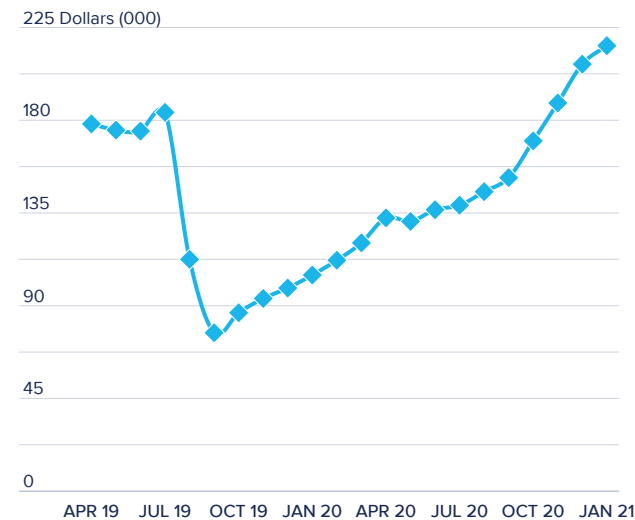
BALANCE SHEET COMPONENTS



EQUITY TREND

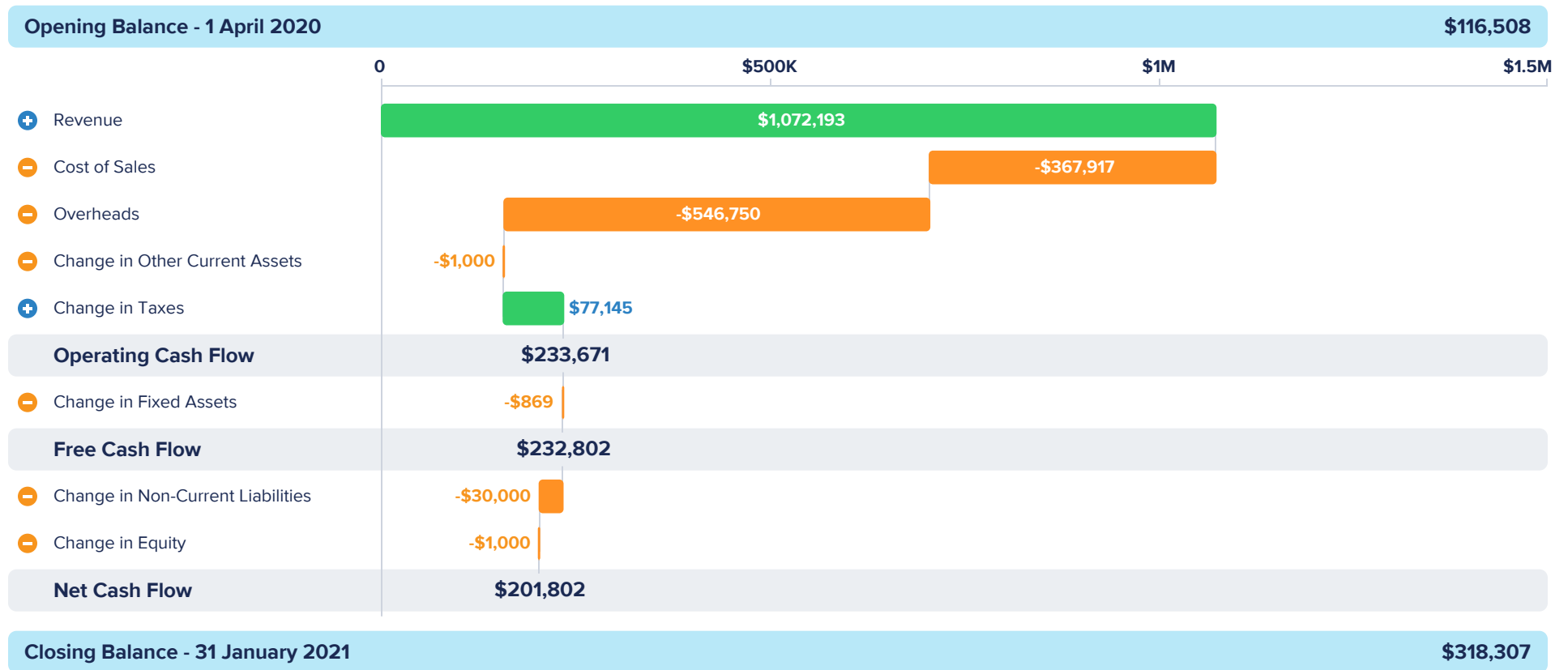


LIQUIDITY MONITOR

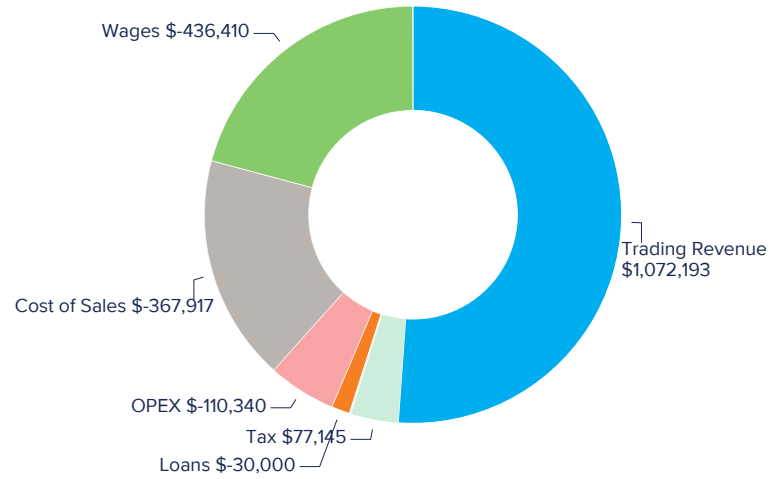


	Current Financial Year											
	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	Jan 21	Feb 21	Mar 21
Operating profit / (loss)	19,924	332	10,517	5,748	11,840	12,101	21,373	28,233	23,680	21,812	0	0
Depreciation & amortisation	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	0	0
EBITDA	20,961	1,369	11,554	6,785	12,877	13,138	22,410	29,270	24,717	22,849	0	0
(Increase)/decrease in trade debtors	-6,975	22,949	-6,563	153	-2,151	-8,262	-7,754	-8,456	9,791	-625	0	0
(Increase)/decrease in other debtors	0	0	0	0	0	0	0	0	-1,000	0	0	0
Increase/(decrease) in trade creditors	620	-417	-5,150	5,331	-4,855	7,962	-2,909	567	-4,555	2,774	0	0
Increase/(decrease) in GST	9,719	6,780	8,308	7,593	8,506	8,546	9,936	10,965	10,152	10,002	0	0
Increase/(decrease) in other creditors	0	0	0	0	0	0	0	0	-1,000	0	0	0
Cash generated from operations	24,325	30,681	8,149	19,862	14,377	21,384	21,683	32,346	38,105	35,000	0	0
Income tax paid	1	-10,251	0	0	0	1	0	1	-1,000	-1	0	0
Interest paid	-99	-99	-99	-99	-99	-99	-99	-99	-99	-99	0	0
Net cash from operations	24,227	20,331	8,050	19,763	14,278	21,286	21,584	32,248	37,006	34,900	0	0
Net cash from investing activities	1	0	-1	1	0	0	0	-1	-868	0	0	0
Cash inflow/(outflow) from borrowings	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-3,900	-2,900	0	0
Changes in equity	0	0	0	0	0	0	0	0	-1,000	0	0	0
Net cash from financing activities	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-4,900	-2,900	0	0
Change in cash & cash equivalents	21,328	17,431	5,149	16,864	11,378	18,386	18,684	29,347	31,238	32,000	0	0
Opening cash & cash equivalents	116,508	137,833	155,264	160,414	177,277	188,655	207,040	225,724	255,071	286,307	0	0
Closing cash & cash equivalents	137,833	155,264	160,414	177,277	188,655	207,040	225,724	255,071	286,307	318,307	0	0

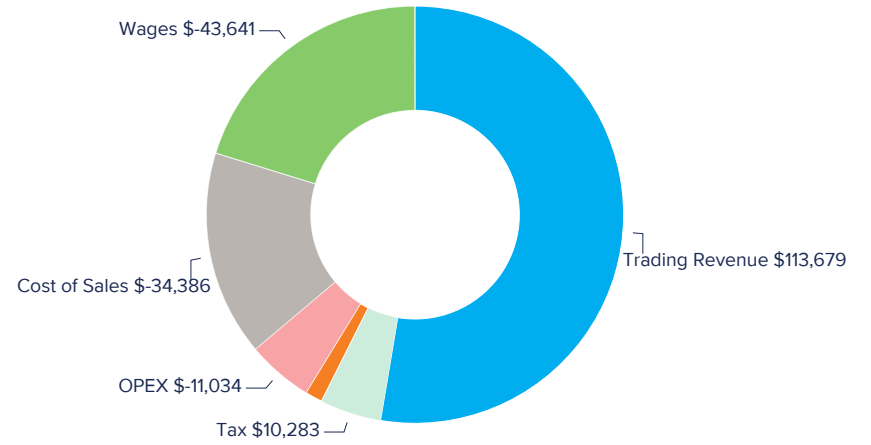
CASH MOVEMENTS SUMMARY



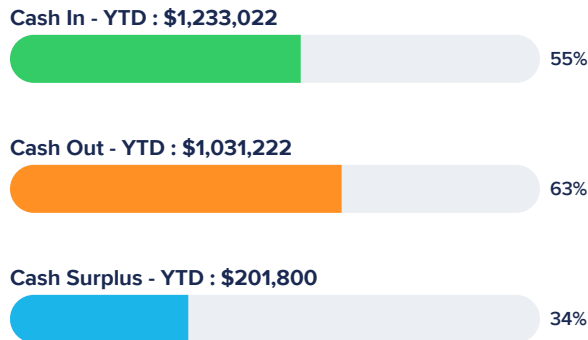
YTD CASH - excluding GST



CASH - January 21 (excluding GST)



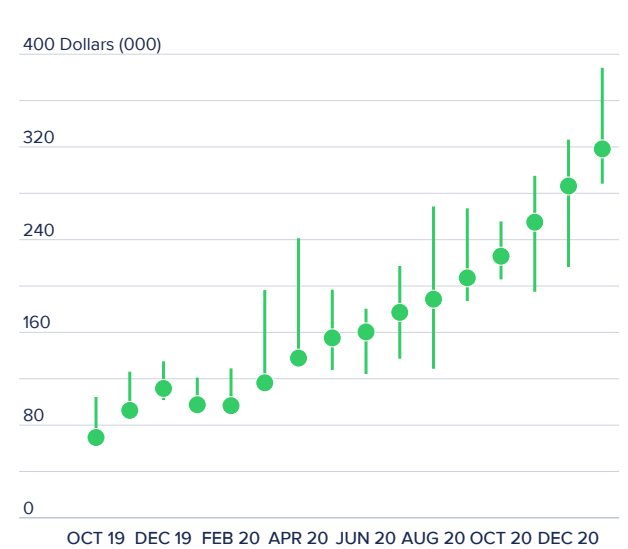
CASH TARGET MONITOR



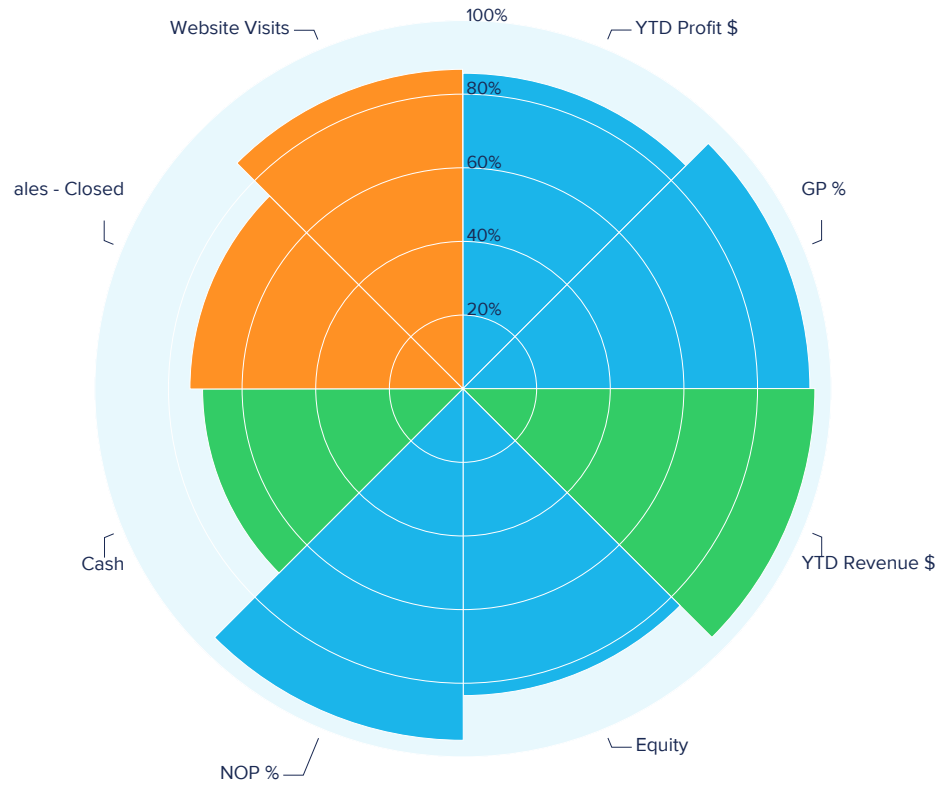
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

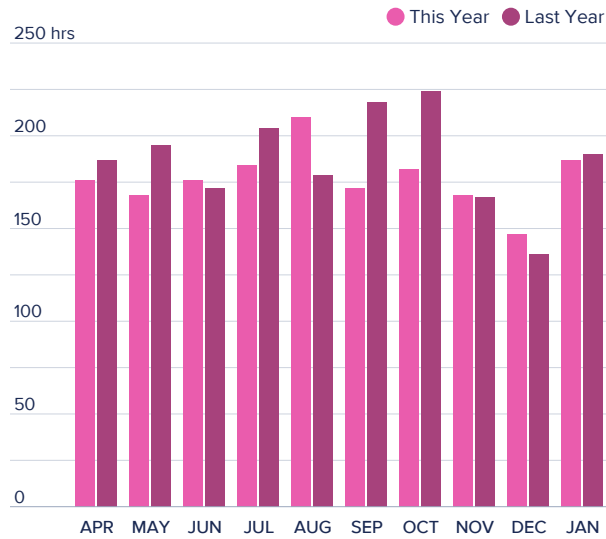


TARGET SCORE CARD

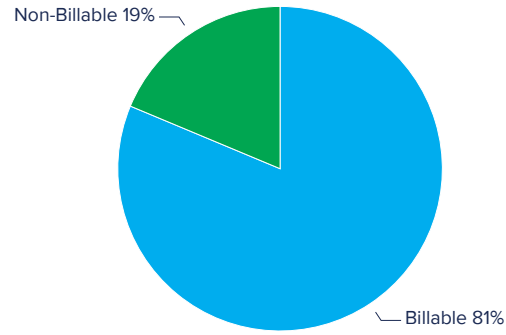


Actual vs Target		
	Actual	Target
Profit	154,570	180,400
GP %	66.0%	70.0%
Revenue	1,079,057	1,129,000
Equity	437,651	525,000
Net Operating Profit %	14.3%	15.0%
Cash	318,307	450,000
Sales - Closed	89	120
Website Visits	3,470	4,000

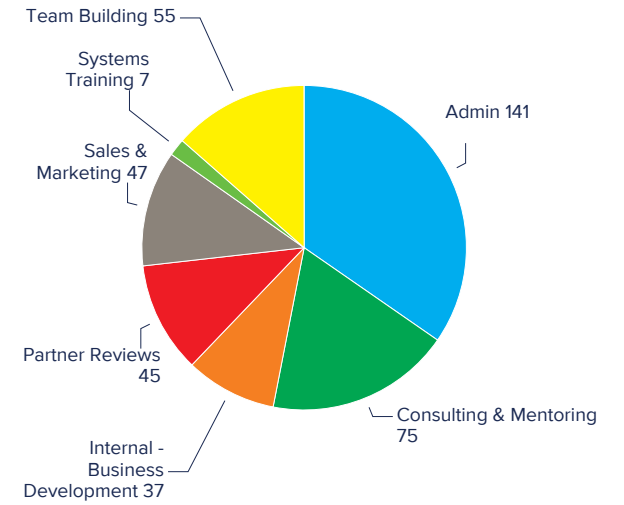
FIRM BILLABLE HOURS - This Year vs Last Year



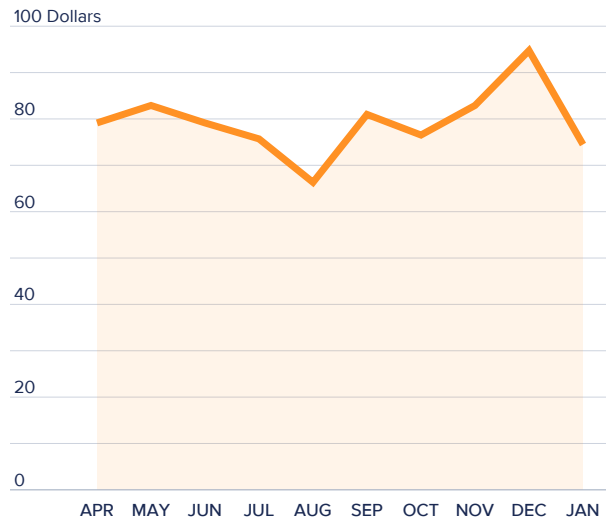
BILLABLE and NON-BILLABLE - This Year



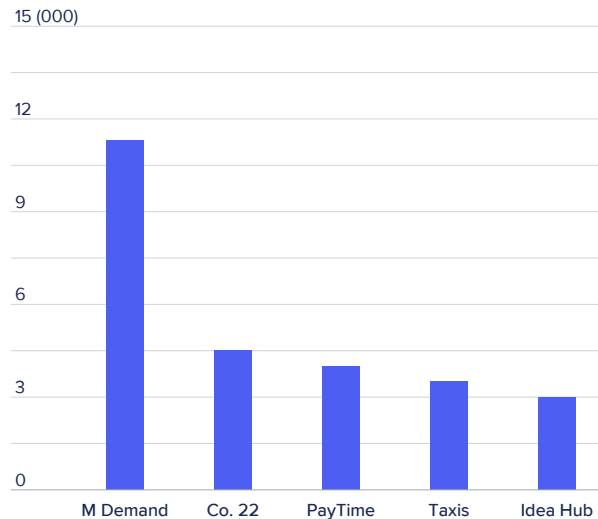
NON-BILLABLE HOURS - YTD



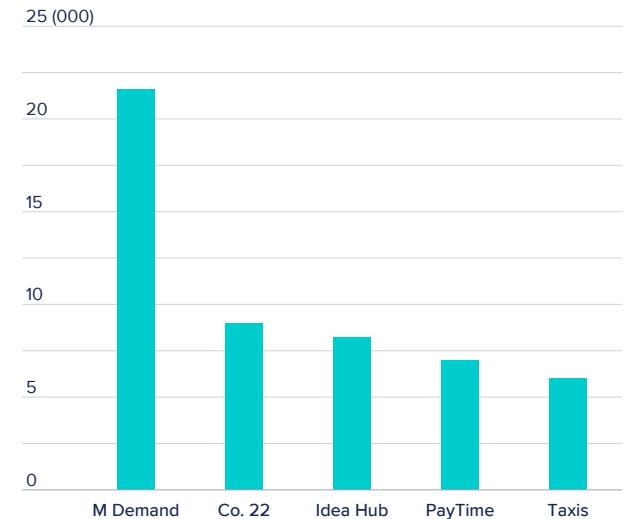
OVERHEAD BURDEN PER HOUR



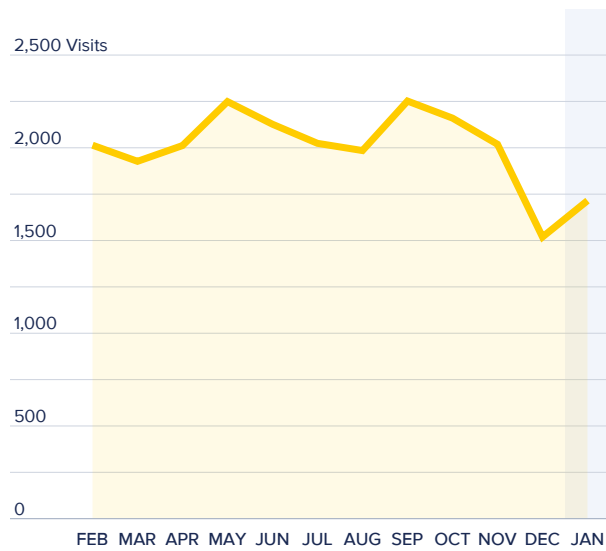
TOP 5 BILLABLE CLIENTS - Current Month



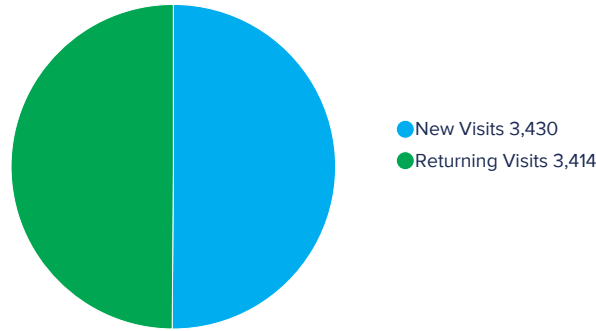
TOP 5 BILLABLE CLIENTS - YTD



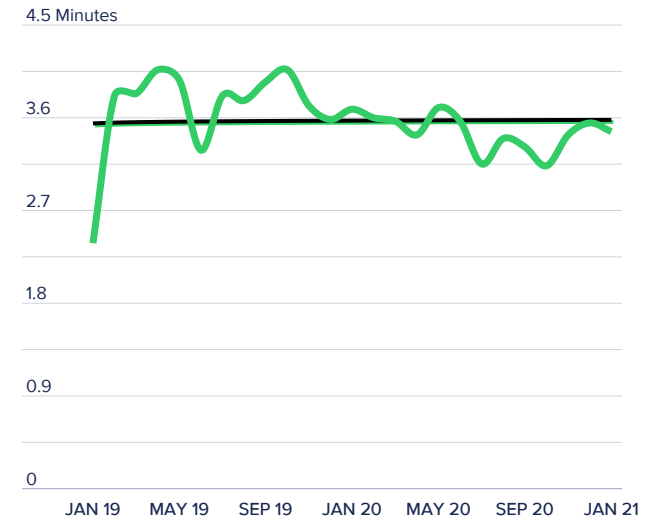
MONTHLY UNIQUE VISITS



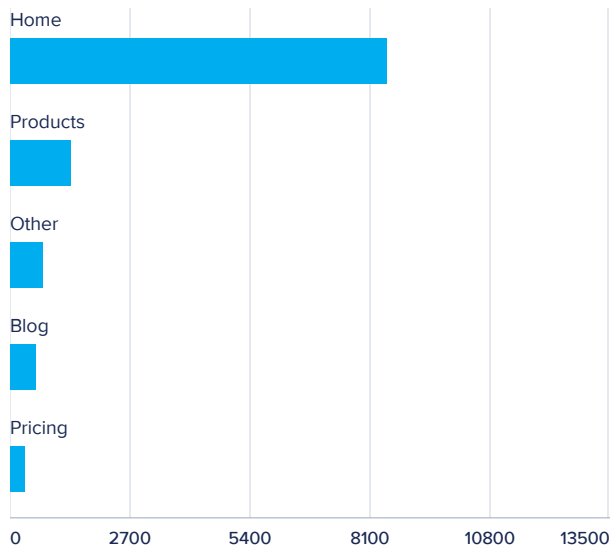
NEW vs RETURNING VISITS - This Month



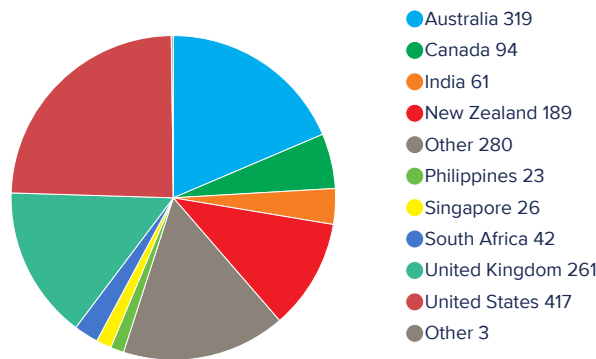
TIME ON SITE - Last 18 Months



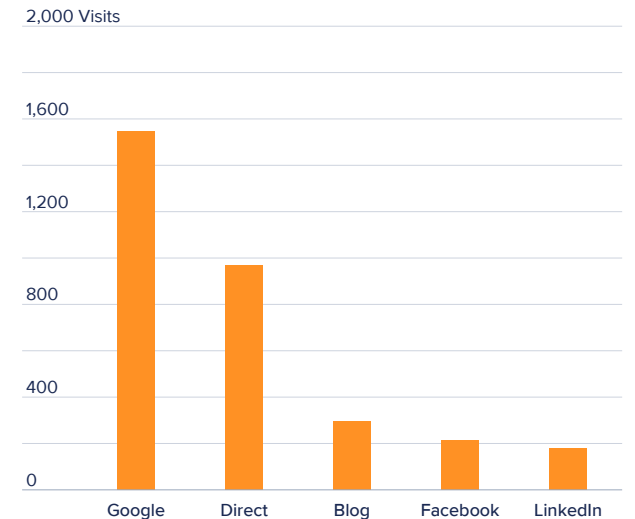
POPULAR PAGES (Top 5) - This Month



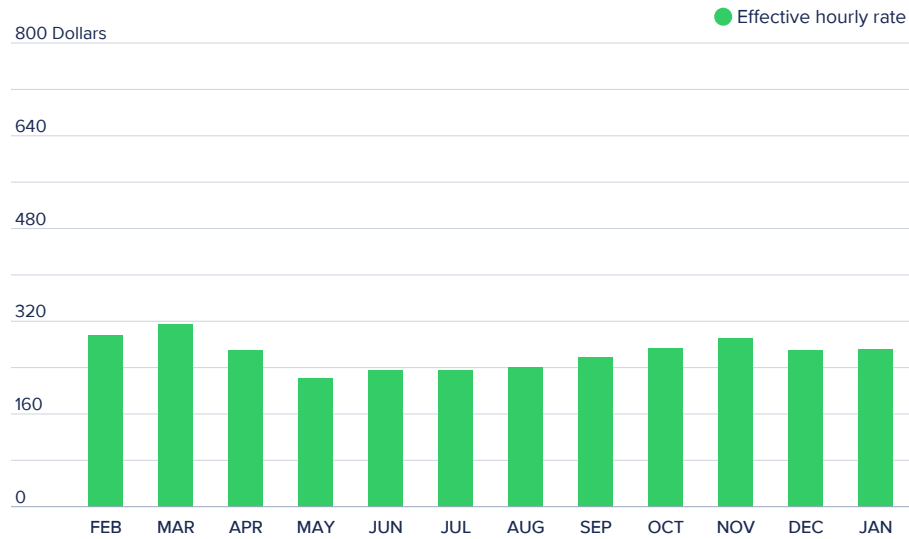
UNIQUE VISITS BY COUNTRY - This Month



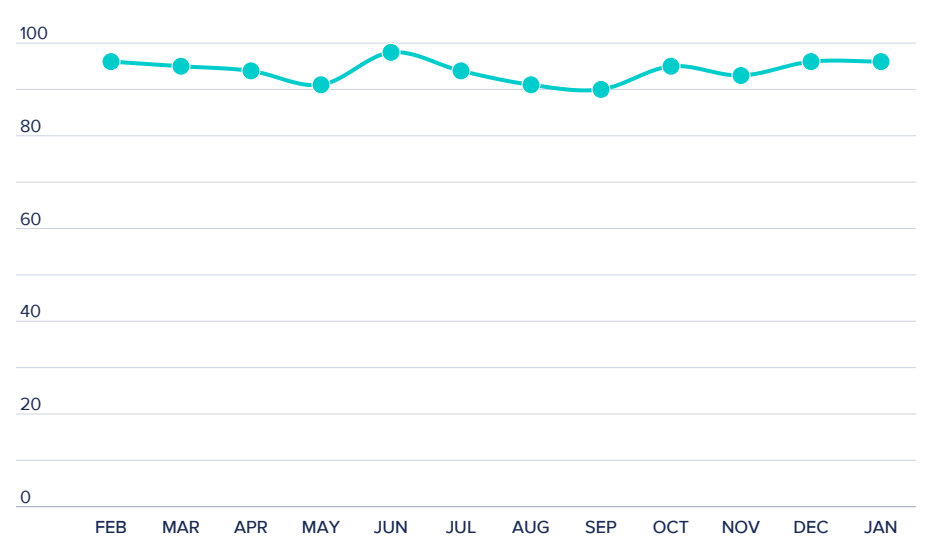
ORIGINATING SOURCE (Top 5) - This Month



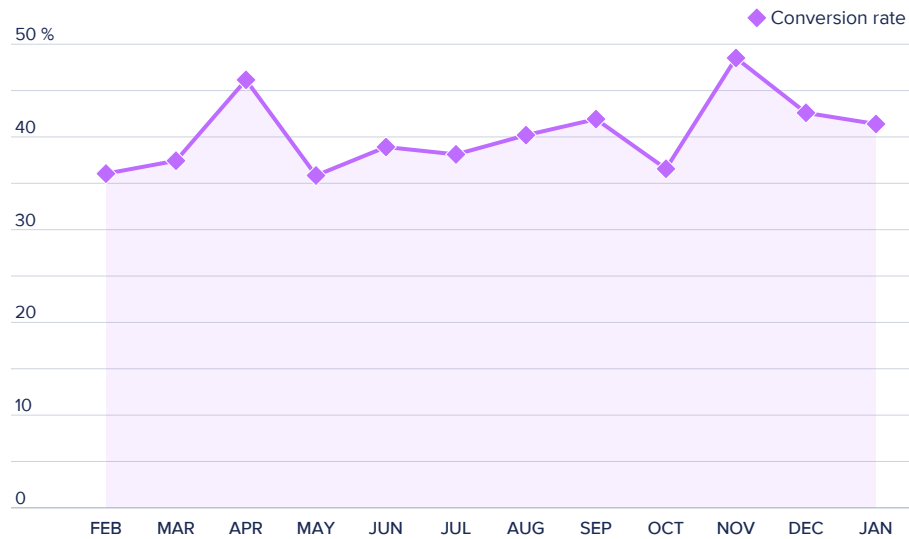
EFFECTIVE HOURLY RATE



CUSTOMER SATISFACTION RATING



SALES CONVERSIONS



NEW CUSTOMERS

