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# Creative Design

SAMPLE REPORT - June 2019

Prepared 11 December 2019



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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 Jun 2019 was \$100,169, compared to \$94,953 last month. This represents an increase of \$5,216, or 5.49%.

### 4. Gross Profit

The Gross Profit for Jun 2019 was \$67,071, compared to \$57,066 last month. This represents an increase of \$10,005, or 17.53%.

This isn't to be taken for granted - demand is expected to decrease over Q2.

### 5. Profit

The Net Profit for the year to date is \$29,176, compared to \$6,407 in the Budget. This represents an increase of \$22,769, or 355.38%.

### 6. Bank

The Bank for Jun 2019 was \$713,028, compared to \$709,463 last month. This represents an increase of \$3,565, or 0.5%.

Well done on maintaining a solid cash position throughout Q1. 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 up 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 increase 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



70%

Due: Aug 19

- Revise 2019/20 strategy based on feedback from board
- Finalise and publish the revised strategy
- Share revised strategy with board

## Sales

Assignee: David



80%

Due: Jul 19

- Sales analysis - Q1
- Hire new sales manager ready for Q2

## Marketing

Assignee: Stephen



90%

Due: Jun 19

- Review and select marketing agency
- Hire in-house designer
- Marketing campaign for Q2

## Finance

Assignee: Julie



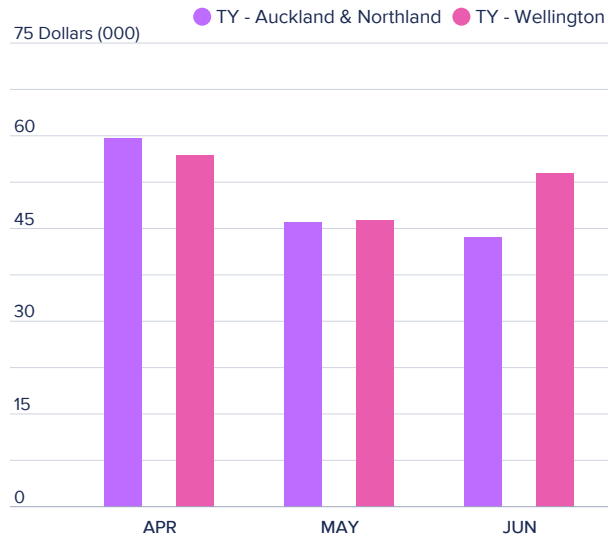
80%

Due: Jul 19

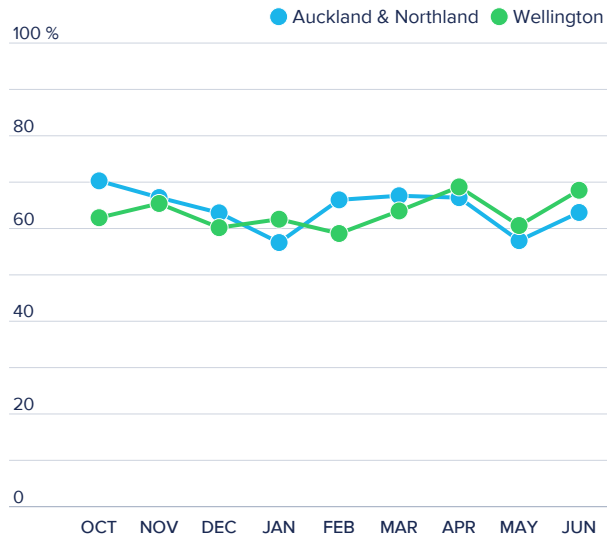
- Update forecast for next six months
- Creditor reduction proposal
- Finalise new entertainment and expenditure policies
- Meet with tax office case manager

	YTD	Actual vs Last Year		Jun 19 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jun 19	May 19	Apr 19	Mar 19	YTD	Budget	Total 19/20
<b>Revenue</b>										
Product Revenue	31,146	32,680	-4.7%	10,147	10,342	10,657	10,416	31,146	90,863	122,009
Project Revenue	264,984	255,278	3.8%	84,370	78,471	102,143	94,205	264,984	880,273	1,145,257
Sundry Revenue	7,200	6,000	20.0%	2,500	2,500	2,200	2,000	7,200	0	7,200
Support Revenue	10,480	11,681	-10.3%	3,152	3,640	3,688	3,625	10,480	38,045	48,525
<b>Total Revenue</b>	<b>313,810</b>	<b>305,639</b>	<b>2.7%</b>	<b>100,169</b>	<b>94,953</b>	<b>118,688</b>	<b>110,246</b>	<b>313,810</b>	<b>1,009,181</b>	<b>1,322,991</b>
<b>Cost of Sales</b>	<b>108,509</b>	<b>111,082</b>	<b>-2.3%</b>	<b>33,098</b>	<b>37,887</b>	<b>37,524</b>	<b>37,348</b>	<b>108,509</b>	<b>389,040</b>	<b>497,549</b>
<b>Gross Profit</b>	<b>205,301</b>	<b>194,557</b>	<b>5.5%</b>	<b>67,071</b>	<b>57,066</b>	<b>81,164</b>	<b>72,898</b>	<b>205,301</b>	<b>620,141</b>	<b>825,442</b>
<b>GP%</b>	<b>65.4%</b>	<b>63.7%</b>	<b>1.8%</b>	<b>67.0%</b>	<b>60.1%</b>	<b>68.4%</b>	<b>66.1%</b>	<b>65.4%</b>	<b>61.4%</b>	<b>62.4%</b>
<b>OPEX</b>										
Depreciation	3,111	3,111	0.0%	1,037	1,037	1,037	1,037	3,111	9,333	12,444
<b>Financial</b>										
Accounting Fees	1,260	1,026	22.8%	420	420	420	420	1,260	4,944	6,204
Bank Fees	573	561	2.1%	191	191	191	191	573	1,827	2,400
Interest Expense	297	261	13.8%	99	99	99	99	297	1,057	1,354
<b>Total Financial</b>	<b>2,130</b>	<b>1,848</b>	<b>15.3%</b>	<b>710</b>	<b>710</b>	<b>710</b>	<b>710</b>	<b>2,130</b>	<b>7,828</b>	<b>9,958</b>
<b>Operations</b>										
Insurance	0	0	0.0%	0	0	0	0	0	1,514	1,514
Rent Expense	28,695	25,656	11.8%	9,565	9,565	9,565	9,565	28,695	88,668	117,363
Repairs and Maintenance	0	0	0.0%	0	0	0	0	0	1,267	1,267
<b>Total Operations</b>	<b>28,695</b>	<b>25,656</b>	<b>11.8%</b>	<b>9,565</b>	<b>9,565</b>	<b>9,565</b>	<b>9,565</b>	<b>28,695</b>	<b>91,449</b>	<b>120,144</b>
Entertainment	1,206	1,748	-31.0%	402	402	402	402	1,206	4,518	5,724
Staff Training	324	557	-41.8%	108	108	108	108	324	1,261	1,585
National Travel	747	796	-6.2%	249	249	249	249	747	2,211	2,958
Wages	130,923	149,000	-12.1%	43,641	43,641	43,641	43,641	130,923	462,759	593,682
<b>Total OPEX</b>	<b>167,136</b>	<b>182,716</b>	<b>-8.5%</b>	<b>55,712</b>	<b>55,712</b>	<b>55,712</b>	<b>55,712</b>	<b>167,136</b>	<b>579,359</b>	<b>746,495</b>
<b>NOP%</b>	<b>12.2%</b>	<b>3.9%</b>	<b>8.3%</b>	<b>11.3%</b>	<b>1.4%</b>	<b>21.4%</b>	<b>15.6%</b>	<b>12.2%</b>	<b>4.0%</b>	<b>6.0%</b>
<b>Net Profit</b>	<b>29,176</b>	<b>8,373</b>	<b>248.5%</b>	<b>8,880</b>	<b>1,354</b>	<b>18,942</b>	<b>12,934</b>	<b>29,176</b>	<b>40,782</b>	<b>69,958</b>

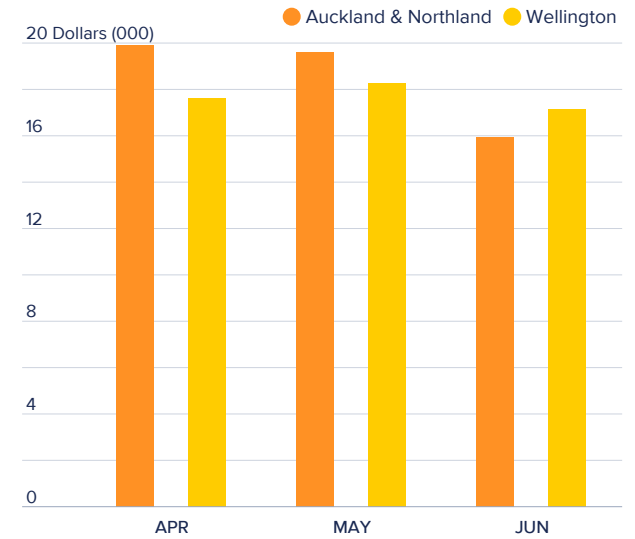
REVENUE BREAKDOWN - This year



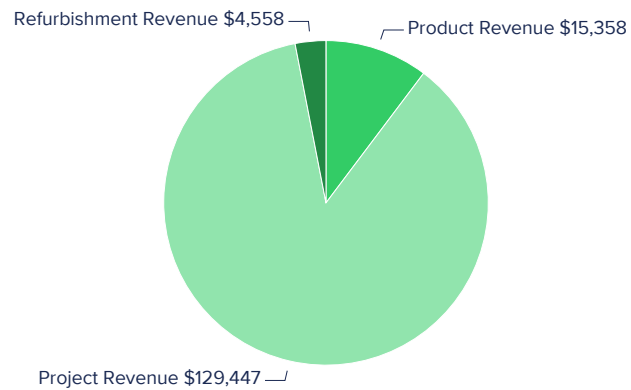
GROSS PROFIT % (EFFICIENCY)



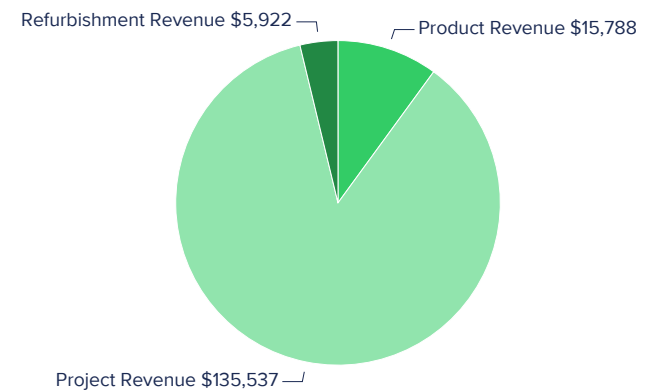
COST OF SALES - By Region



TOP REVENUE CONTRIBUTORS - Auckland

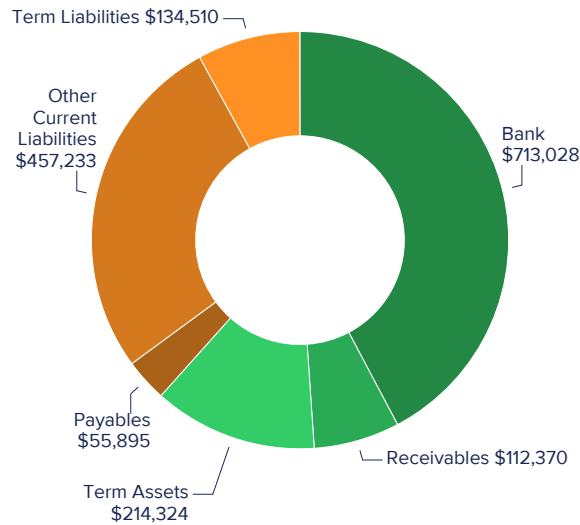


TOP REVENUE CONTRIBUTORS - Wellington

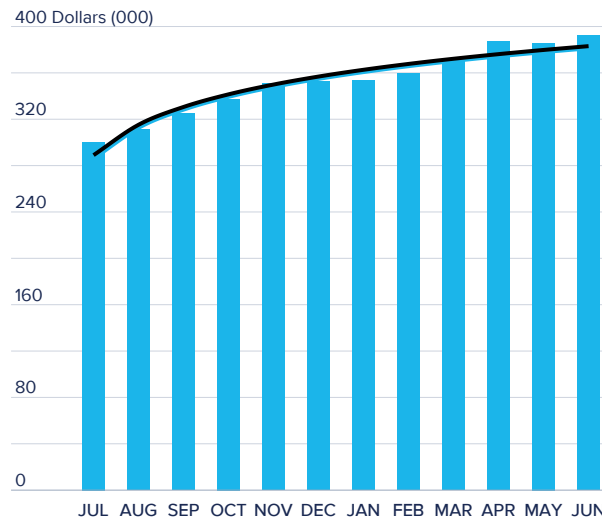


	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jun 19	Last Year	Variance	Variance %	May 19	Apr 19	Mar 19	CAPEX Monitor	YTD
Accounts Receivable	112,370	129,354	-16,984	-13.1%	106,372	134,012	124,534	Computer Equipment	5,000
Bank Accounts	713,028	483,153	229,875	47.6%	709,463	677,842	655,496	<b>Total CAPEX</b>	<b>5,000</b>
<b>Total Current Assets</b>	<b>832,599</b>	<b>615,075</b>	<b>217,524</b>	<b>35.4%</b>	<b>820,537</b>	<b>814,054</b>	<b>798,216</b>		
Term Assets	214,324	221,768	-7,444	-3.4%	210,360	211,398	212,435	<b>Debt Monitor</b>	<b>As at Jun 19</b>
<b>Total Assets</b>	<b>1,046,923</b>	<b>836,843</b>	<b>210,080</b>	<b>25.1%</b>	<b>1,030,897</b>	<b>1,025,452</b>	<b>1,010,651</b>	Taxes	452,532
Accounts Payable	43,813	36,487	7,326	20.1%	43,570	43,153	42,950	Term Loans	134,510
Other Current Liabilities	469,315	330,782	138,533	41.9%	459,512	452,938	436,194	Accounts Payable	55,895
<b>Total Current Liabilities</b>	<b>513,128</b>	<b>367,269</b>	<b>145,859</b>	<b>39.7%</b>	<b>503,082</b>	<b>496,091</b>	<b>479,144</b>	Other	4,701
Term Liabilities	134,510	169,310	-34,800	-20.6%	137,410	140,310	143,210	<b>Total Debt</b>	<b>647,638</b>
<b>Total Liabilities</b>	<b>647,638</b>	<b>536,579</b>	<b>111,059</b>	<b>20.7%</b>	<b>640,492</b>	<b>636,401</b>	<b>622,354</b>		
<b>Net Assets</b>	<b>399,285</b>	<b>300,264</b>	<b>99,021</b>	<b>33.0%</b>	<b>390,405</b>	<b>389,051</b>	<b>388,297</b>		
Equity	370,109	291,891	78,218	26.8%	370,109	370,109	291,891		
Current Year Earnings	29,176	8,373	20,803	248.5%	20,296	18,942	96,406		
<b>Total Equity</b>	<b>399,285</b>	<b>300,264</b>	<b>99,021</b>	<b>33.0%</b>	<b>390,405</b>	<b>389,051</b>	<b>388,297</b>		

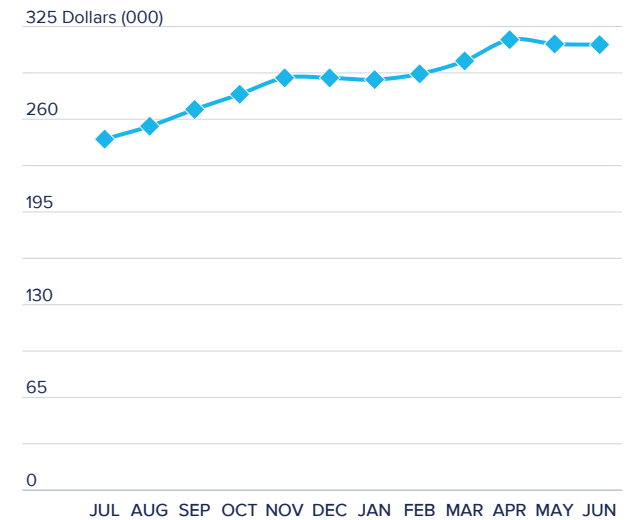
BALANCE SHEET COMPONENTS



EQUITY TREND



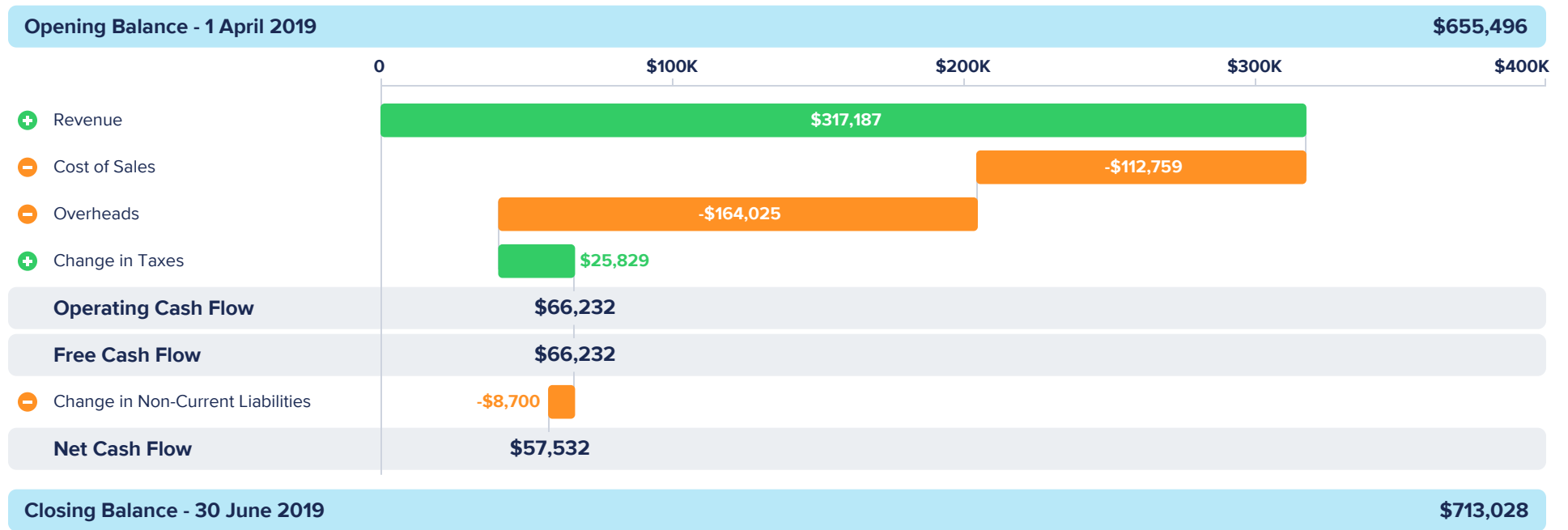
LIQUIDITY MONITOR



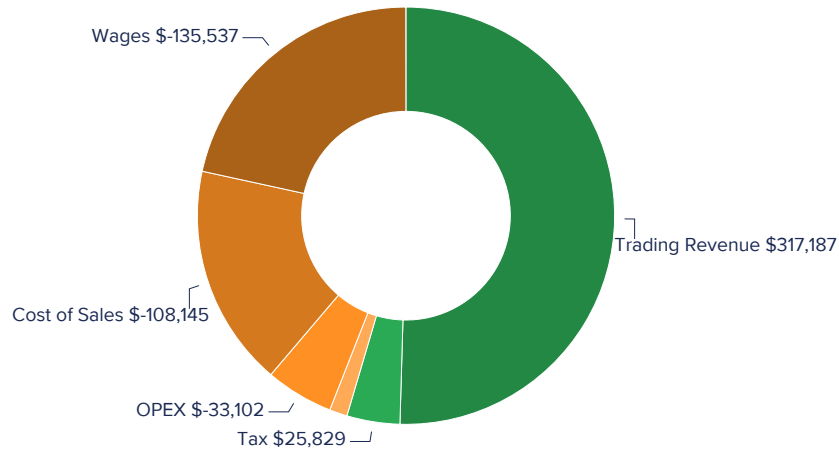
	Current Financial Year											
	Apr 19	May 19	Jun 19	Jul 19	Aug 19	Sep 19	Oct 19	Nov 19	Dec 19	Jan 20	Feb 20	Mar 20
<b>Operating profit / (loss)</b>	<b>25,551</b>	<b>1,453</b>	<b>11,458</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Depreciation & amortisation	1,037	1,037	1,037	0	0	0	0	0	0	0	0	0
<b>EBITDA</b>	<b>26,588</b>	<b>2,490</b>	<b>12,495</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
(Increase)/decrease in trade debtors	-9,478	27,640	-5,998	0	0	0	0	0	0	0	0	0
Increase/(decrease) in trade creditors	203	417	243	0	0	0	0	0	0	0	0	0
Increase/(decrease) in GST	10,233	6,574	7,324	0	0	0	0	0	0	0	0	0
<b>Cash generated from operations</b>	<b>27,546</b>	<b>37,121</b>	<b>14,064</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Income tax paid	1	0	0	0	0	0	0	0	0	0	0	0
Interest paid	-99	-99	-99	0	0	0	0	0	0	0	0	0
<b>Net cash from operations</b>	<b>27,448</b>	<b>37,022</b>	<b>13,965</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Net cash from investing activities</b>	<b>0</b>	<b>1</b>	<b>-5,001</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Cash inflow/(outflow) from borrowings	-2,900	-2,900	-2,900	0	0	0	0	0	0	0	0	0
<b>Net cash from financing activities</b>	<b>-2,900</b>	<b>-2,900</b>	<b>-2,900</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Change in cash &amp; cash equivalents</b>	<b>24,548</b>	<b>34,123</b>	<b>6,064</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Opening cash & cash equivalents	655,496	677,842	709,463	0	0	0	0	0	0	0	0	0
<b>Closing cash &amp; cash equivalents</b>	<b>677,842</b>	<b>709,463</b>	<b>713,028</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>



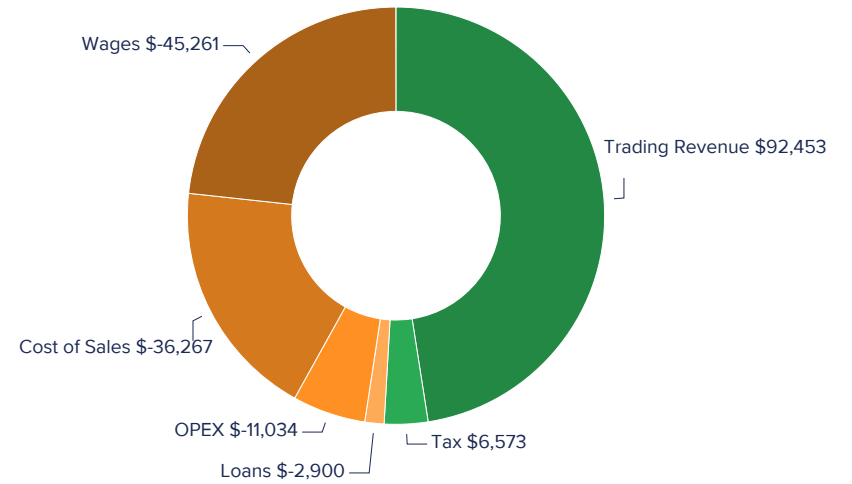
CASH MOVEMENTS SUMMARY



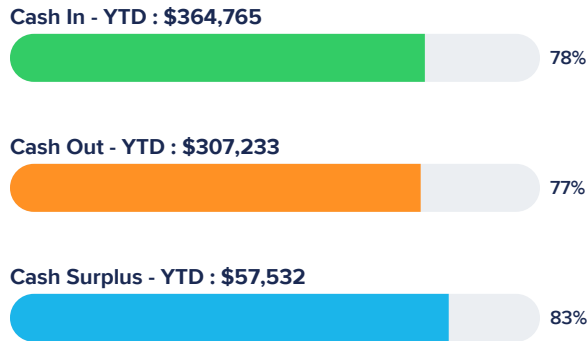
YTD CASH - excluding GST



CASH - June 19 (excluding GST)



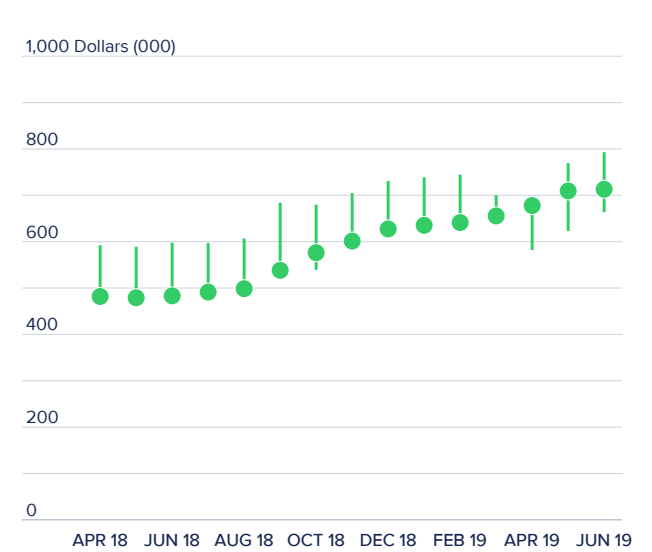
CASH TARGET MONITOR



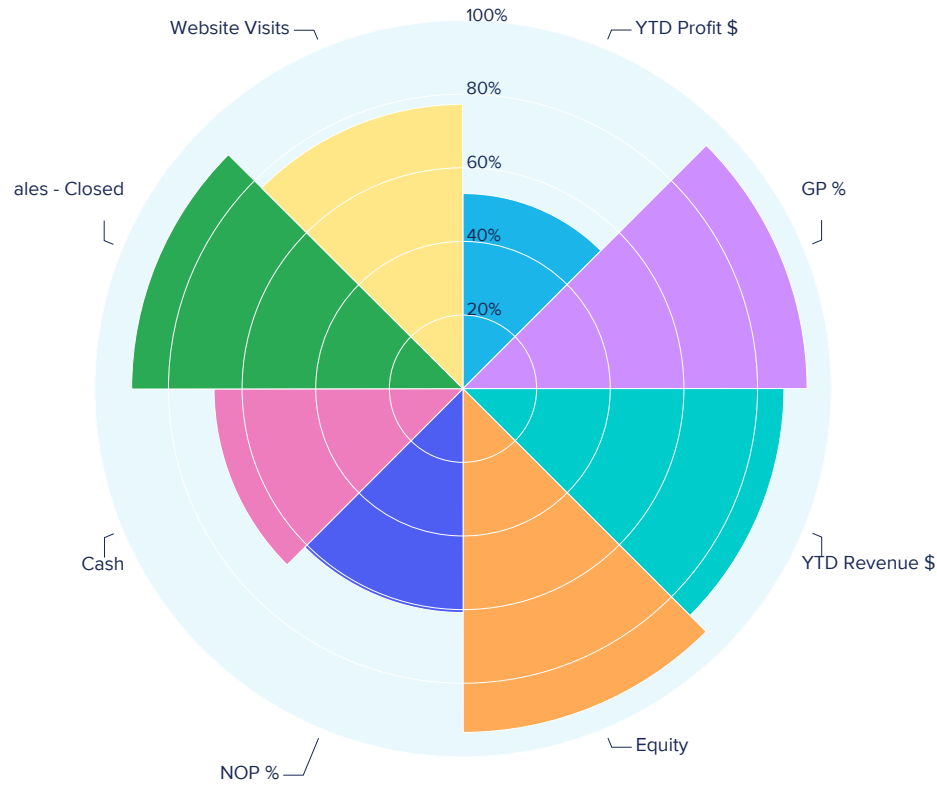
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

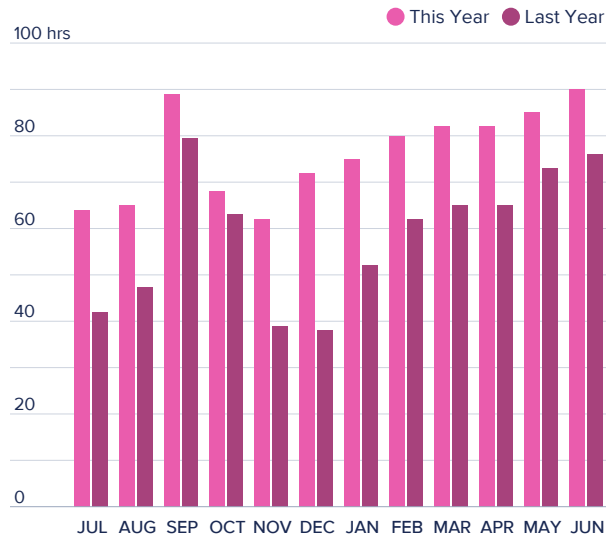


TARGET SCORE CARD

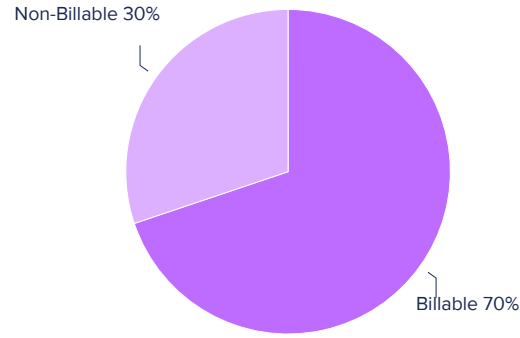


Actual vs Target		
	Actual	Target
Profit	38,165	72,000
GP %	65.4%	70.0%
Revenue	313,810	360,000
Equity	392,084	420,000
Net Operating Profit %	12.2%	20.0%
Cash	713,028	1,054,500
Sales - Closed	72	80
Website Visits	3,553	4,600

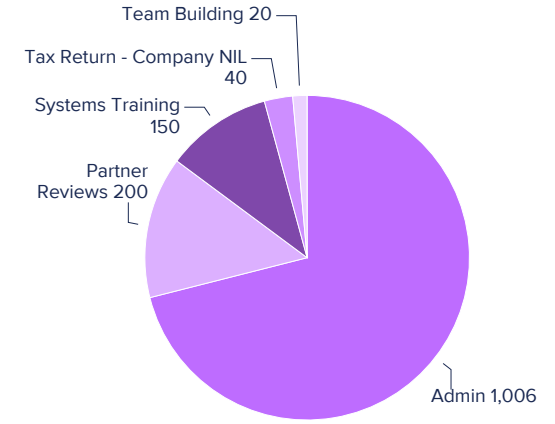
**FIRM BILLABLE HOURS** - This Year vs Last Year



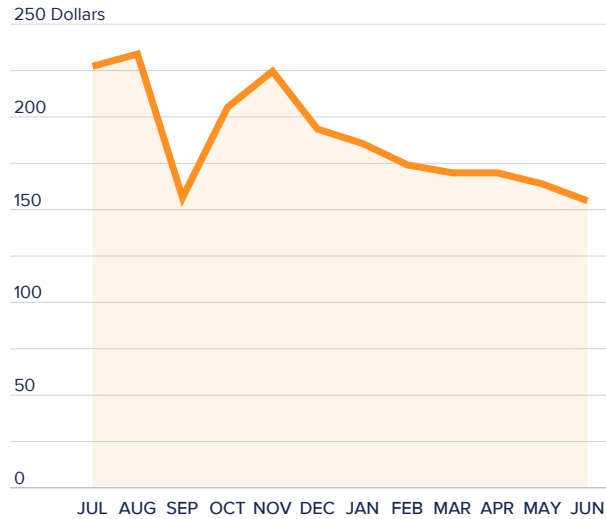
**BILLABLE and NON-BILLABLE** - This Year



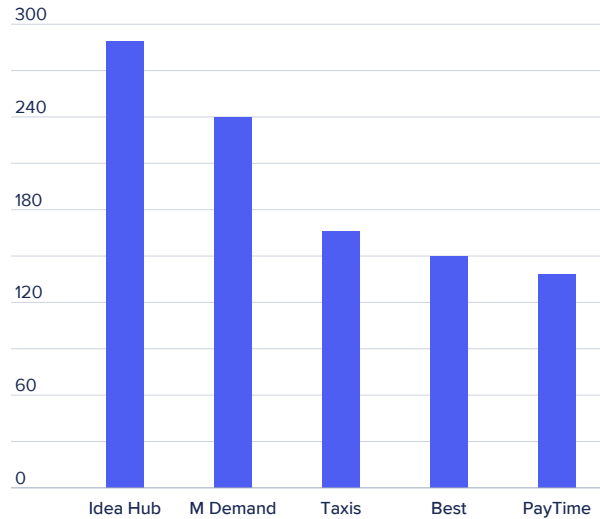
**NON-BILLABLE HOURS** - YTD



**OVERHEAD BURDEN PER HOUR**



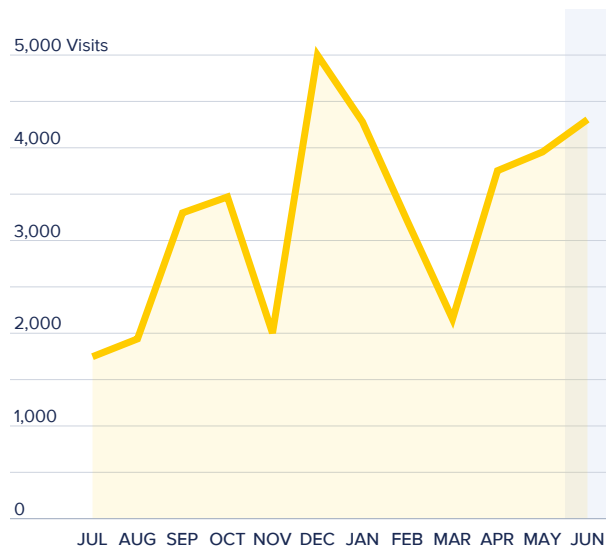
**TOP 5 BILLABLE CLIENTS** - Current Month



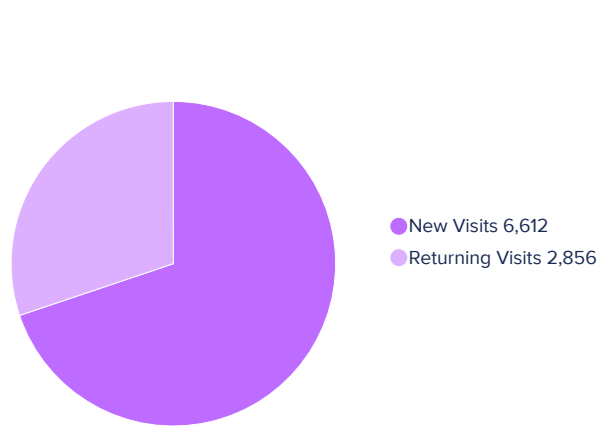
**TOP 5 BILLABLE CLIENTS** - YTD



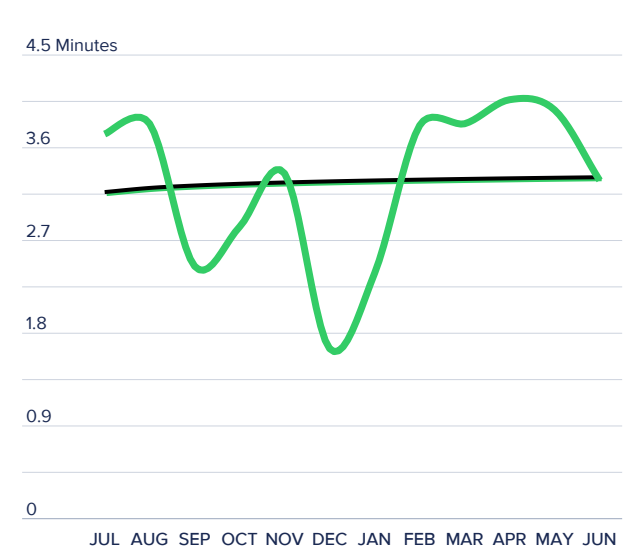
**MONTHLY UNIQUE VISITS**



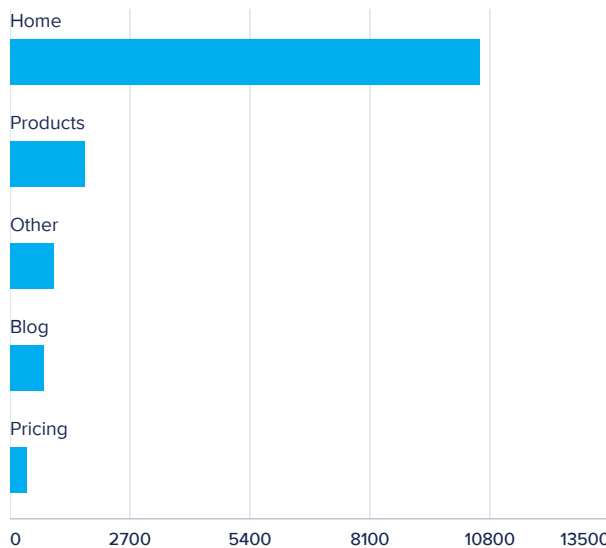
**NEW vs RETURNING VISITS - This Month**



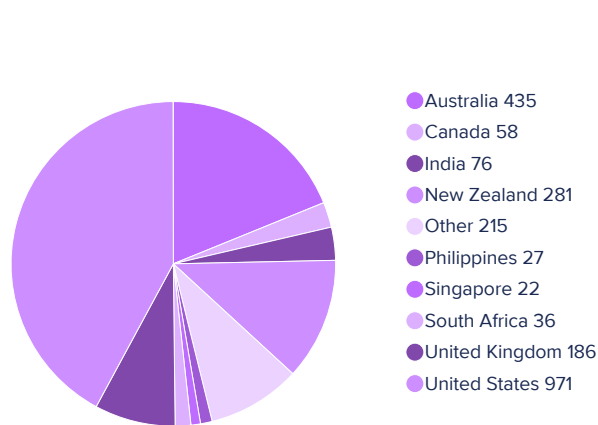
**TIME ON SITE - Last 18 Months**



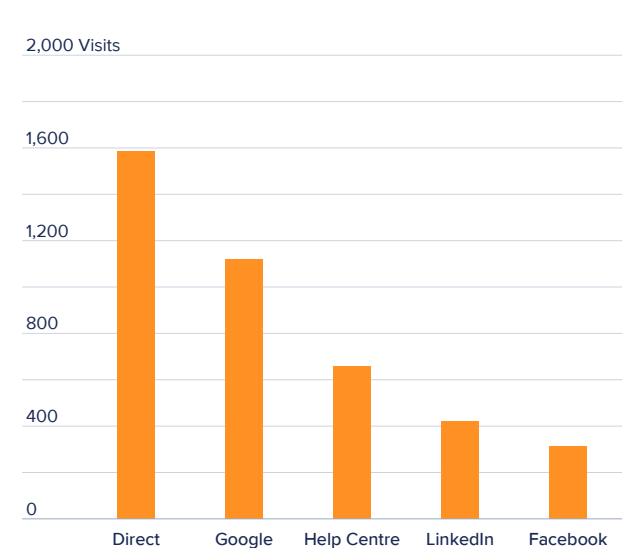
**POPULAR PAGES (Top 5) - This Month**



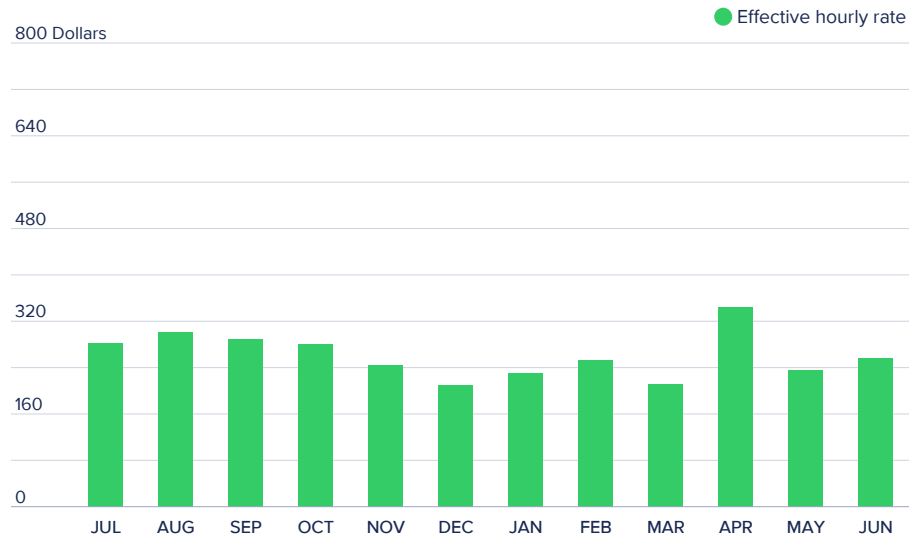
**UNIQUE VISITS BY COUNTRY - This Month**



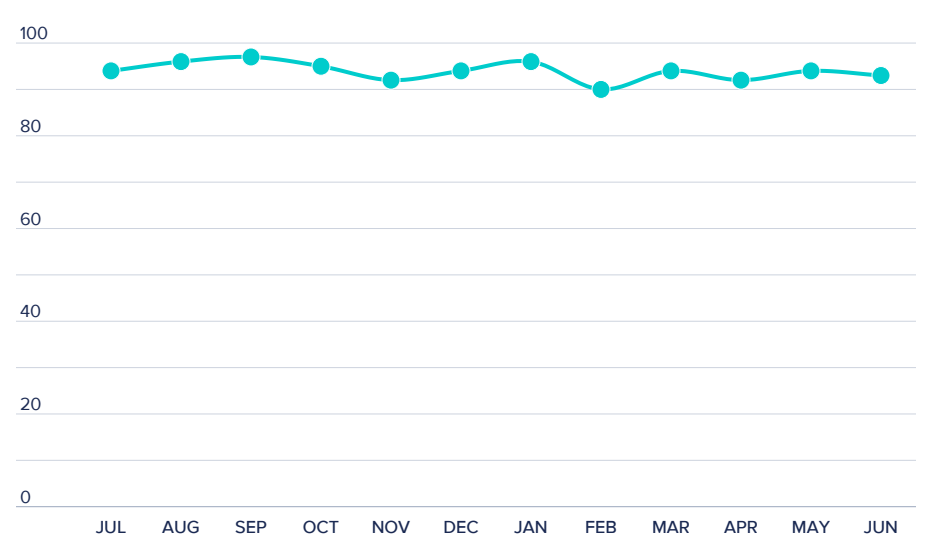
**ORIGINATING SOURCE (Top 5) - This Month**



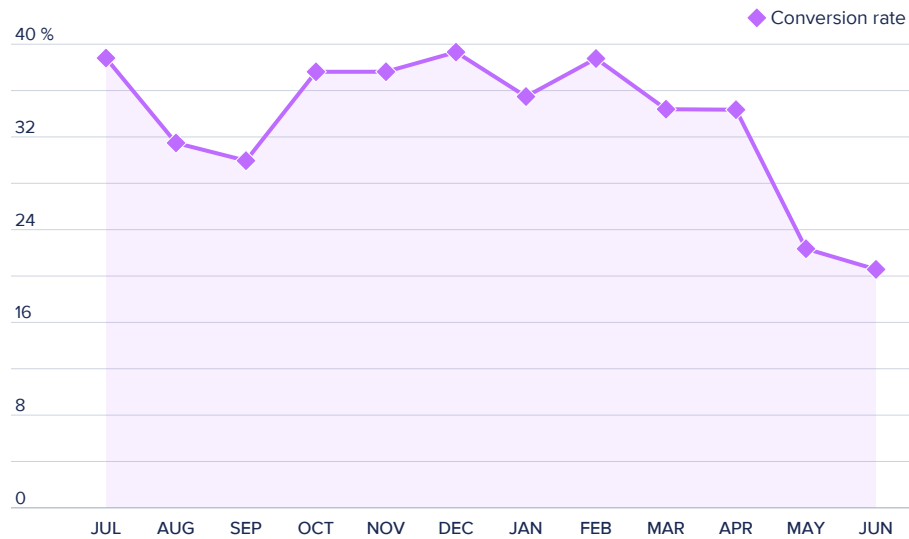
**EFFECTIVE HOURLY RATE**



**CUSTOMER SATISFACTION RATING**



**SALES CONVERSIONS**



**NEW CUSTOMERS**

