

Performance Summary for Growing Your Numbers



The following report has been designed to provide you with insight into performance over the past 12 months. We have analysed every transaction within your accounts to identify areas of both opportunity and risk that exist within your business.

Reports completed on - 13/02/2024

Accounts complete to - May 2022

Performance Summary for Growing Your Numbers

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IF YOU WERE ONLY TO READ ONE THING...

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The points below provide an overview of the performance of your business over the past 12 months, compared to the previous 12 months. The aim is to provide you with the key focus areas for your business going forward.

What worked well

Your total transactions have increased by 5.3% compared to last year. Up from 4,141 to 4,360

Your gross profit margin as a % of revenue has increased over the past 12 months (up 1.0%pts vs the previous year)

Your top 3 cost lines as a % of revenue (61.4%) has decreased by (0.3%) over the past 12 months

Performance over the past 6 months when extrapolated forward suggests profit for the next 12 months will increase

What didn't work so well

Your total revenue has decreased by (0.2%) compared to last year. Down from £1,002,982 to £1,001,218

Your average value per transaction has decreased by (5.2%) compared to last year. Down from £242 to £230

You have generated 79 new customers over the past 12 months, ((19.4%) worse than in the previous 12 months)

51.1% of your customers last year also bought from you this year, a (4.2%)pts drop on the % retained in the previous year

Revenue exposure has increased over the past 12 months, your top 10 customers generated 57.3% of total revenue (up 6.6% vs the previous year)

Overheads as a % of revenue have increased compared to last year (up 0.0%pts vs the previous year)

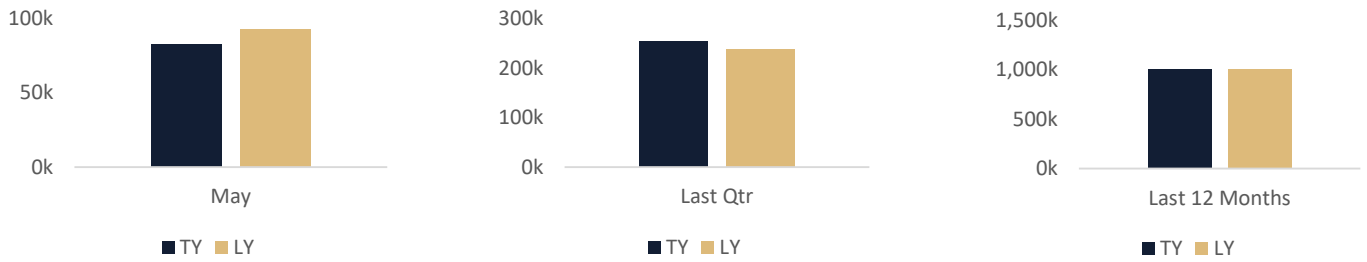
You made a profit in 7 of the past 12 months, a decrease of 2 compared to the previous year

The net worth of your business has decreased by (24.6%) (£10,920) compared to this time last year

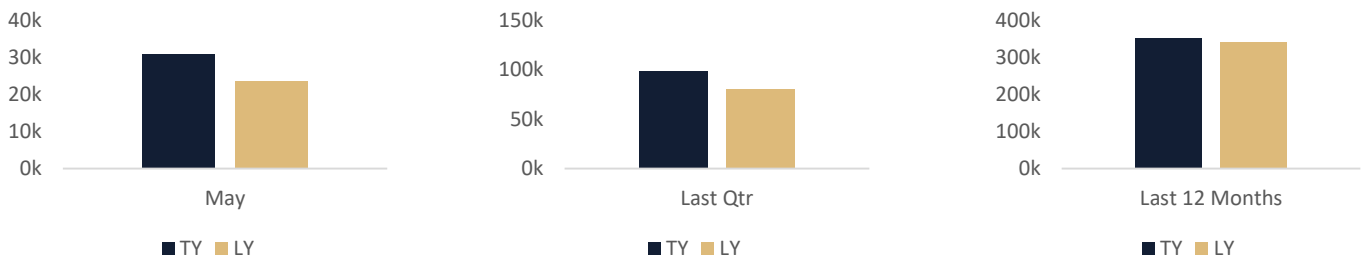
The current ratio of your business (current assets / current liabilities) is 1.03, a decrease of (0.16) compared to this time last year

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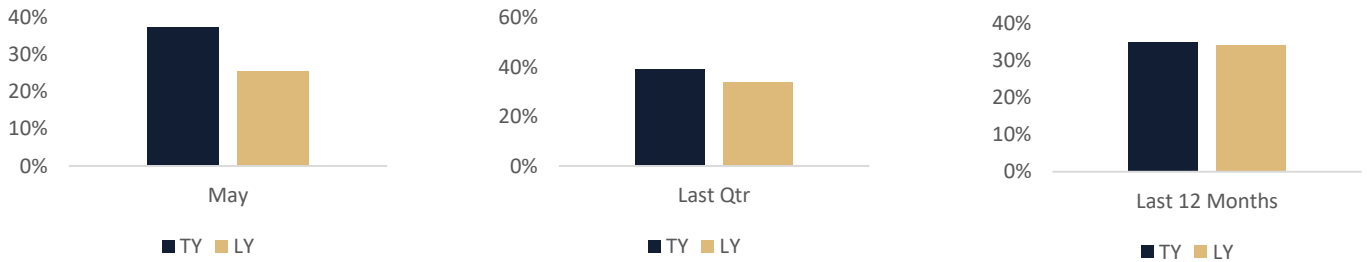
Revenue Performance



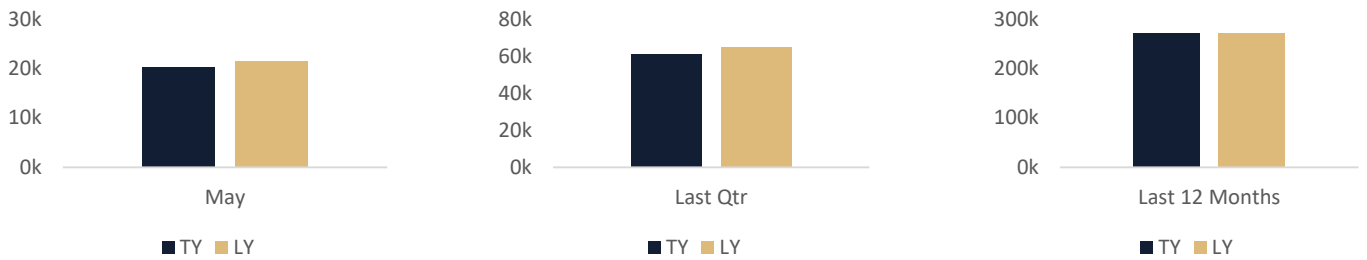
Gross Margin Performance



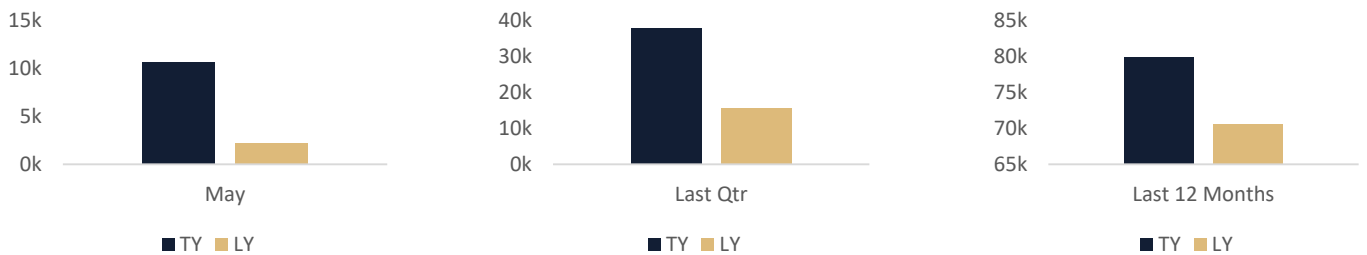
Gross Margin% Performance



Overheads Performance



Net Profit Performance



Performance Summary for Growing Your Numbers

EXECUTIVE SUMMARY

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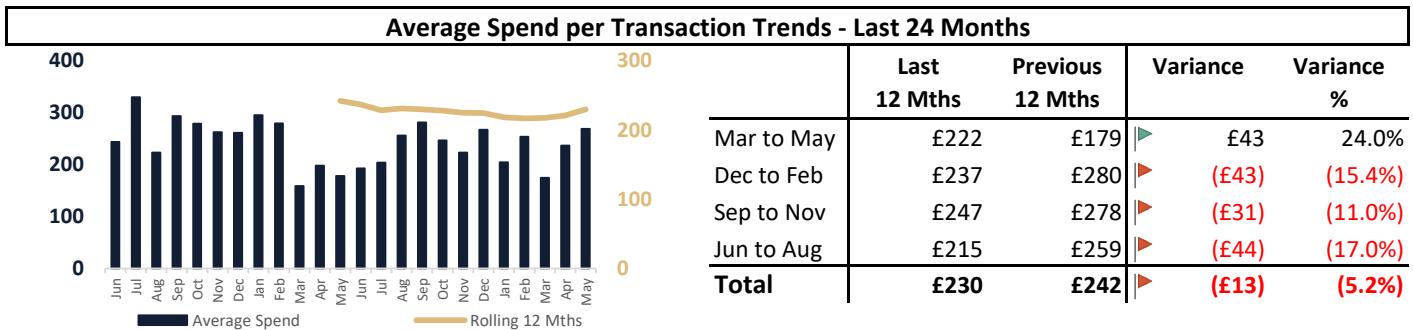
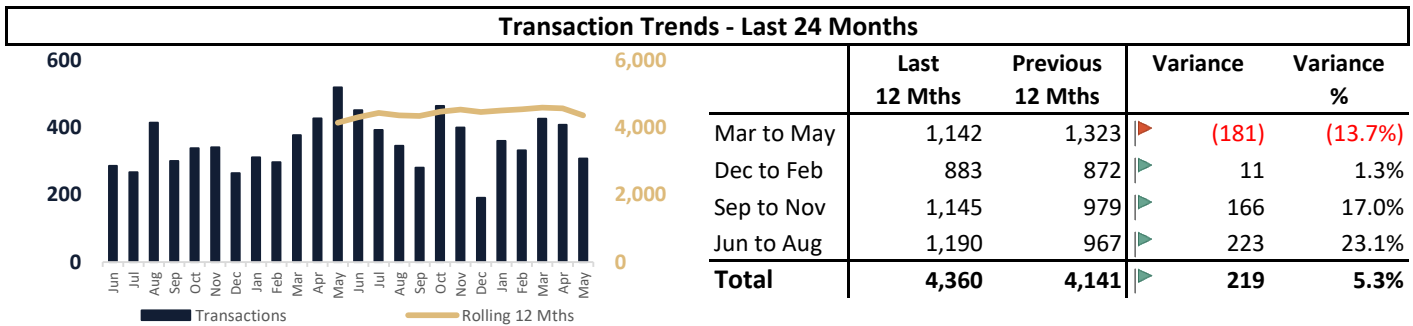
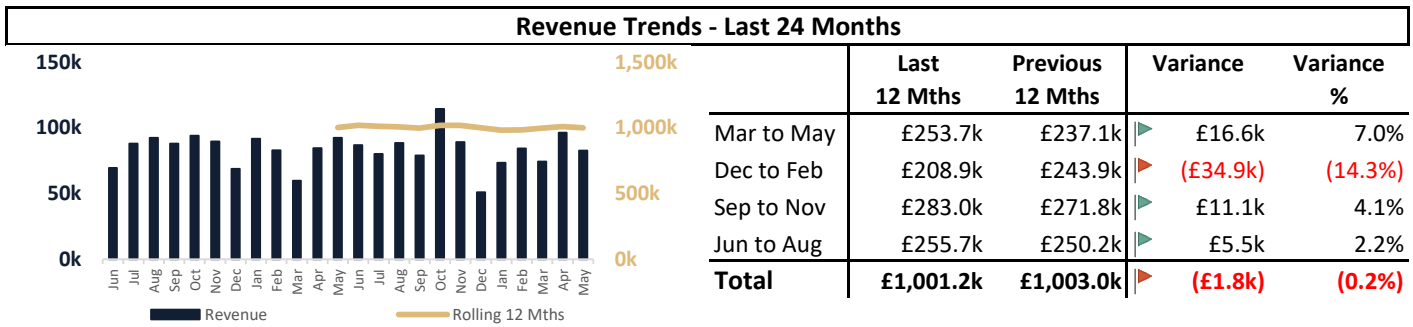
		Last 12 Months	Mvmt	Mvmt %		
Revenue	Revenue movement (past 12 months)	£1,001.2k	(£1.8k)	(0.2%)	Profit Impact	(£0.6k)
	Transactions movement * (past 12 months)	4,360	219	5.3%		
	<i>Revenue Impact</i>		£50.3k			
	Average Spend movement (past 12 months)	£230	(£13)	(5.2%)		
	<i>Revenue Impact</i>		(£52.1k)			
Gross Margin	Gross Margin movement (past 12 months)	£350.5k	£9.3k	2.7%	Profit Impact	£9.9k
	Gross Margin % sales movement (past 12 months)	35.0%		1.0%		
Overheads	Overheads movement (past 12 months)	£270.5k	(£0.1k)	(0.0%)	Profit Impact	£0.1k
	Overheads % sales movement (past 12 months)			0.0%		
Net Profit	Net Profit movement (past 12 months)	£79.9k	£9.4k	13.3%		
	Net Profit % sales movement (past 12 months)			0.9%		

* excludes Manual Journals, Credit Notes and Overpayments

Performance Summary for Growing Your Numbers

REVENUE ANALYSIS

Revenue over the last 12 months totalled £1,001,218 which was a (0.2%) movement on the previous 12 months. Revenue over the last 3 months totalled £253,693 which was a +7.0% movement on the same quarter last year. Revenue in the best performing quarter over the past 12 months (Mar to May) totalled £253,693, a +£16,595 movement on the same quarter last year. Revenue was better than the equivalent period in the previous year in 3 of the 4 quarters over the past 12 months.



Total transactions within the accounts for the past 12 months were 4,360, this was 5.3% compared to the previous 12 months and generated +£50,291 revenue. Average spend within the accounts for the past 12 months was £230, this was (5.2%) compared to the previous 12 months and drove (£52,054) revenue.

Impact of Transactions & Average Spend Movements

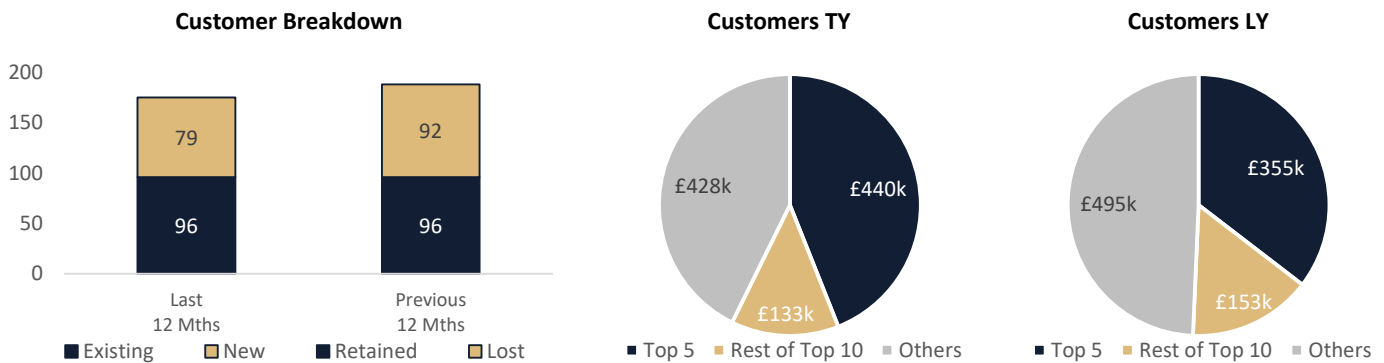
	Trans Impact	Spend Impact	Variance	Variance %
Mar to May	(£40.2k)	£56.8k	▶ £16.6k	7.0%
Dec to Feb	£2.6k	(£37.5k)	▶ (£34.9k)	(14.3%)
Sep to Nov	£41.0k	(£29.9k)	▶ £11.1k	4.1%
Jun to Aug	£47.9k	(£42.5k)	▶ £5.5k	2.2%
Total	£50.3k	(£52.1k)	▶ (£1.8k)	(0.2%)

Performance Summary for Growing Your Numbers

CUSTOMER ANALYSIS

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Revenue over the past 12 months was generated from 175 customers, of these, 79 were new customers (transactions were not present in the previous 12 months) and 96 were existing (transactions were present in the previous 12 months). Of the 188 customers recorded in the previous 12 months, 92 of them did not record any sales in the most recent 12 month period.



57.3% of sales in the last 12 months have come from the top 10 customers (increasing from 50.7% last year), 9 of them were existing customers (£483,181) whose revenue has increased by 18.8% year on year and 1 of them (£90,363) were new customers.

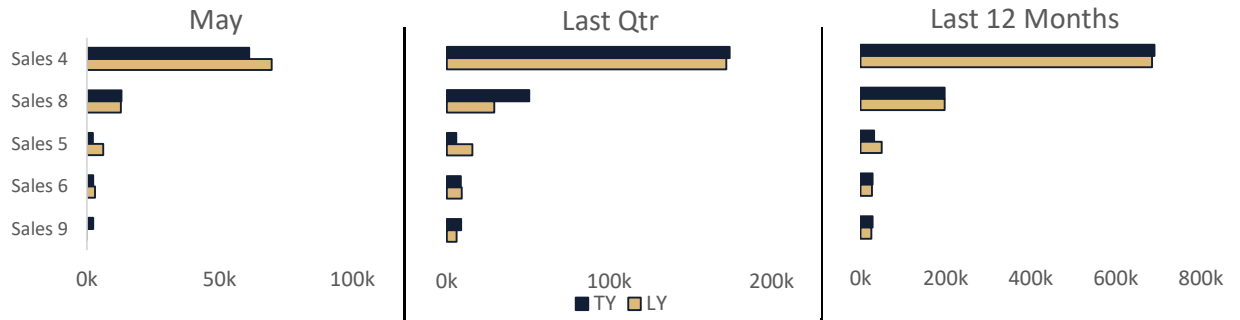
<i>Top 10 Customers Last 12 Mths</i>	TY	% Rev	LY	% Rev	Var	Var %
Company 00772	£219.9k	22.0%	£130.3k	13.0%	£89.6k	68.8%
Company 00396	£90.4k	9.0%				
Company 00372	£44.8k	4.5%	£57.5k	5.7%	(£12.7k)	(22.1%)
Company 00472	£42.8k	4.3%	£33.7k	3.4%	£9.1k	26.9%
Company 00932	£42.4k	4.2%	£11.0k	1.1%	£31.4k	286.1%
Company 00555	£37.3k	3.7%	£43.8k	4.4%	(£6.4k)	(14.7%)
Company 00663	£37.1k	3.7%	£66.0k	6.6%	(£29.0k)	(43.9%)
Company 00717	£22.7k	2.3%	£18.1k	1.8%	£4.6k	25.5%
Company 00970	£18.2k	1.8%	£12.5k	1.2%	£5.8k	46.2%
Company 00841	£17.9k	1.8%	£33.7k	3.4%	(£15.7k)	(46.7%)
Top 10 Customers	£573.5k	57.3%	£406.6k	40.5%	£167.0k	41.1%
Others	£427.7k	42.7%	£596.4k	59.5%	(£168.8k)	(28.3%)
Total	£1,001.2k	100.0%	£1,003.0k	100.0%	(£1.8k)	(0.2%)

<i>Customers Largest Decrease in Revenue</i>	TY	% Rev	LY	% Rev	Var	Var %
Company 00663	£37.1k	3.7%	£66.0k	6.6%	(£29.0k)	(43.9%)
Company 00530	£2.8k	0.3%	£28.4k	2.8%	(£25.6k)	(90.1%)
Company 00537	£3.1k	0.3%	£27.4k	2.7%	(£24.3k)	(88.7%)
Company 00626	£9.9k	1.0%	£29.1k	2.9%	(£19.2k)	(66.0%)
Company 00729	£9.4k	0.9%	£28.1k	2.8%	(£18.8k)	(66.8%)
Company 00841	£17.9k	1.8%	£33.7k	3.4%	(£15.7k)	(46.7%)
Company 00691	£0.5k	0.1%	£14.5k	1.4%	(£14.0k)	(96.4%)
Company 00372	£44.8k	4.5%	£57.5k	5.7%	(£12.7k)	(22.1%)
Company 00716	£7.0k	0.7%	£18.8k	1.9%	(£11.7k)	(62.5%)
Company 00449	£0.4k	0.0%	£9.6k	1.0%	(£9.2k)	(96.1%)
Total	£132.9k	13.3%	£313.3k	31.2%	(£180.4k)	(57.6%)

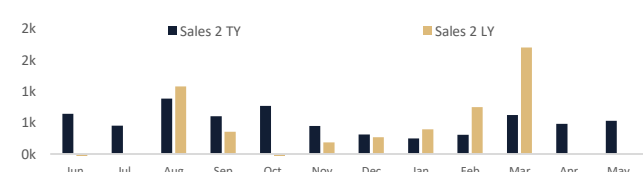
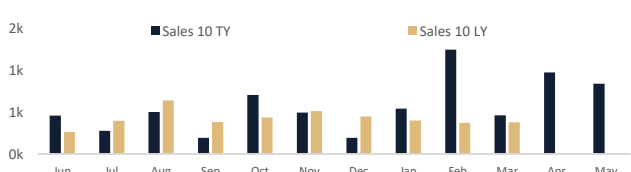
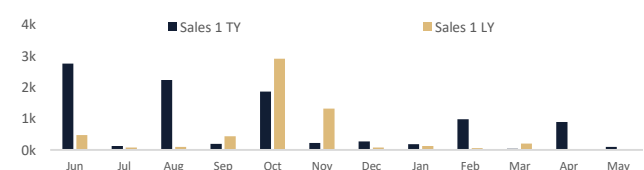
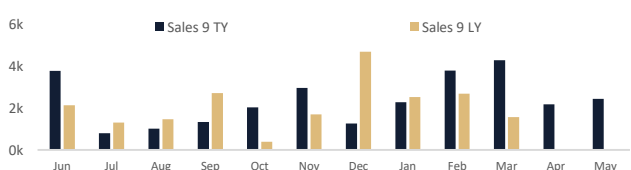
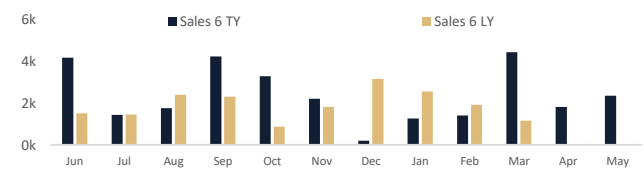
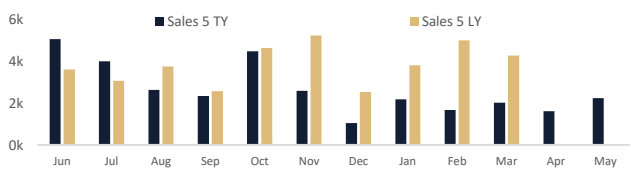
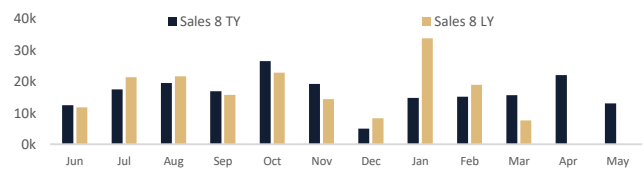
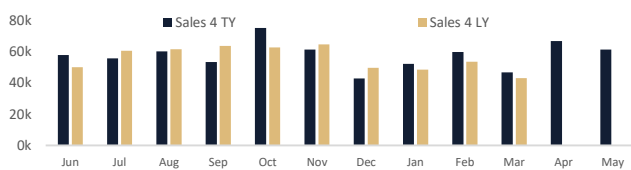
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REVENUE CHANNEL PERFORMANCE

Total revenue in May (£82,758) was (£9,820) or (10.6%) lower than the same month last year. When added to the previous two months, revenue in the quarter was higher than the same quarter last year. The largest increase over the past quarter has come from Sales 8, with the largest decrease experienced in Sales 5.



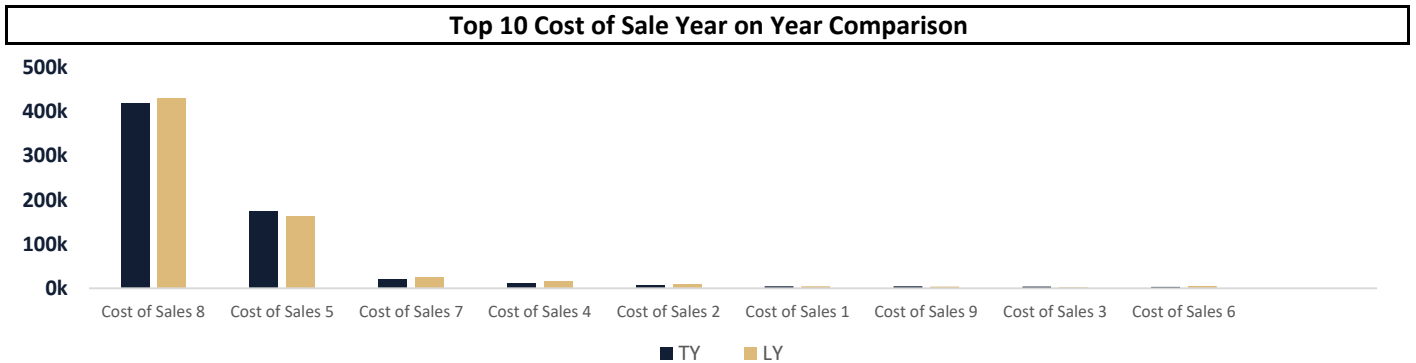
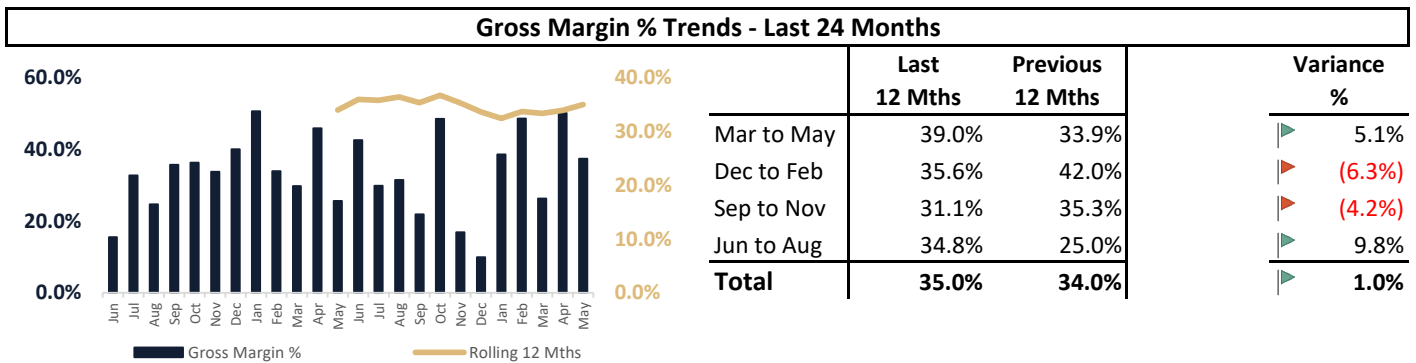
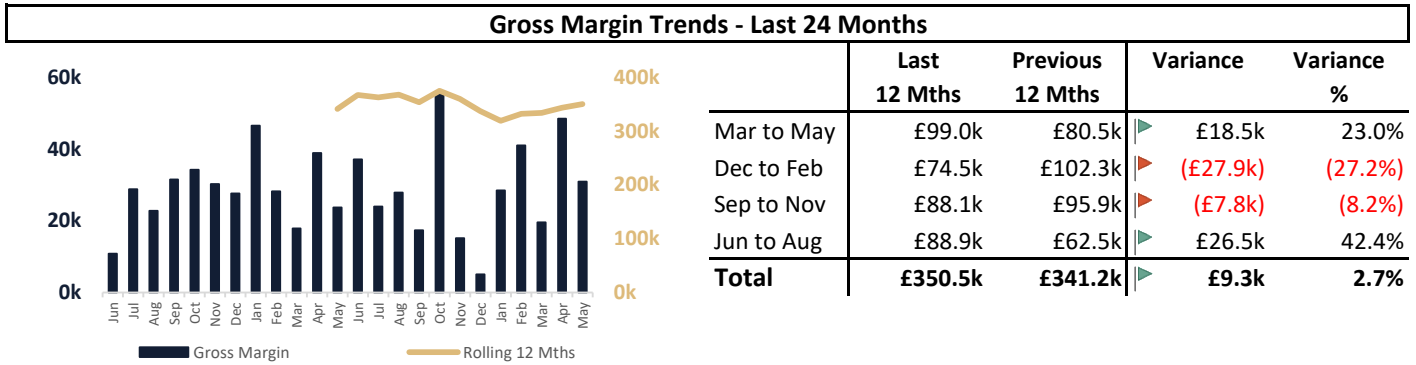
	May		Last Qtr		Last 12 Months	
	TY	Var %	TY	Var %	TY	Var %
Sales 4	£61.2k	(12.1%)	£174.2k	1.2%	£691.3k	0.8%
Sales 8	£13.1k	2.0%	£50.8k	74.2%	£198.0k	0.0%
Sales 5	£2.2k	(64.0%)	£5.9k	(62.9%)	£31.8k	(36.4%)
Sales 6	£2.4k	(24.0%)	£8.6k	(7.0%)	£28.5k	5.0%
Sales 9	£2.4k		£8.9k	49.6%	£28.2k	10.1%
Sales 1	£0.1k	(51.4%)	£1.0k	(59.6%)	£9.8k	91.4%
Sales 10	£0.8k	254.1%	£2.3k	308.9%	£6.9k	12.6%
Sales 2	£0.5k	(34.5%)	£1.6k	(4.3%)	£6.3k	13.3%
Sales 7			£0.4k		£0.4k	
Sales 3			£0.0k	3,445.5%	£0.0k	5,827.3%
Others						
Total	£82.8k	(10.6%)	£253.7k	7.0%	£1,001.2k	(0.2%)



Performance Summary for Growing Your Numbers

MARGIN ANALYSIS

Margin over the last 12 months totalled £350,466, which was a +£9,313 movement on the previous 12 months. Margin over the last 3 months totalled £98,972, which was a +£18,517 movement on the same quarter last year. Margin was better in 2 of the 4 quarters over the past 12 months. Margin % over the last 12 months totalled 35.0% , which was a +1.0% pts movement on the previous 12 months.

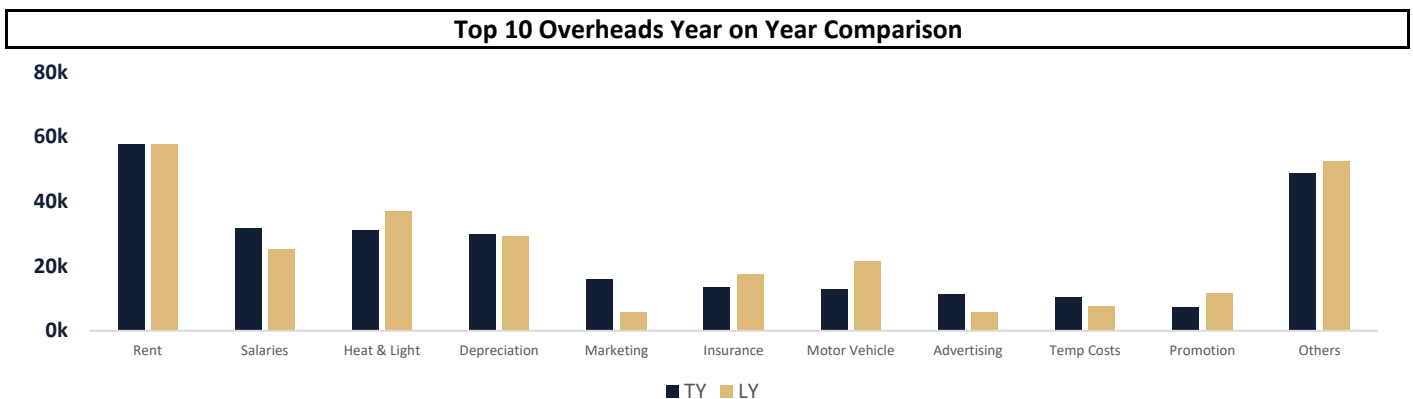
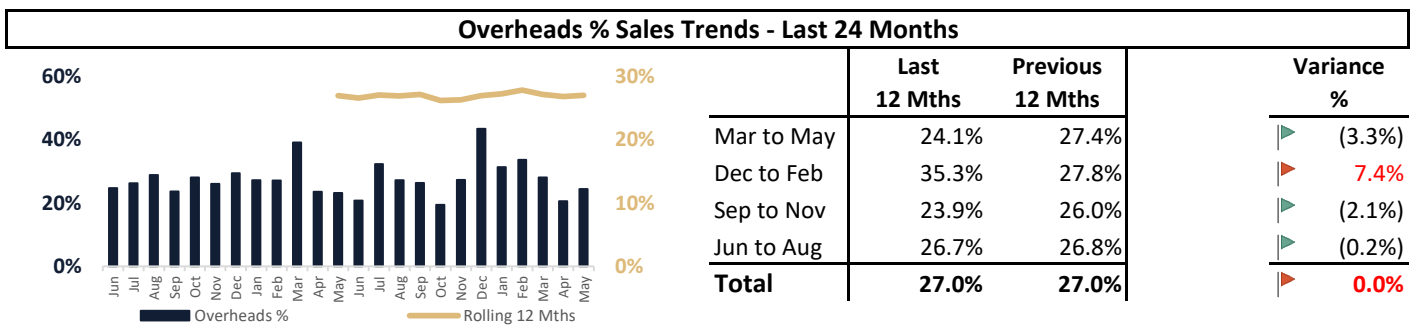
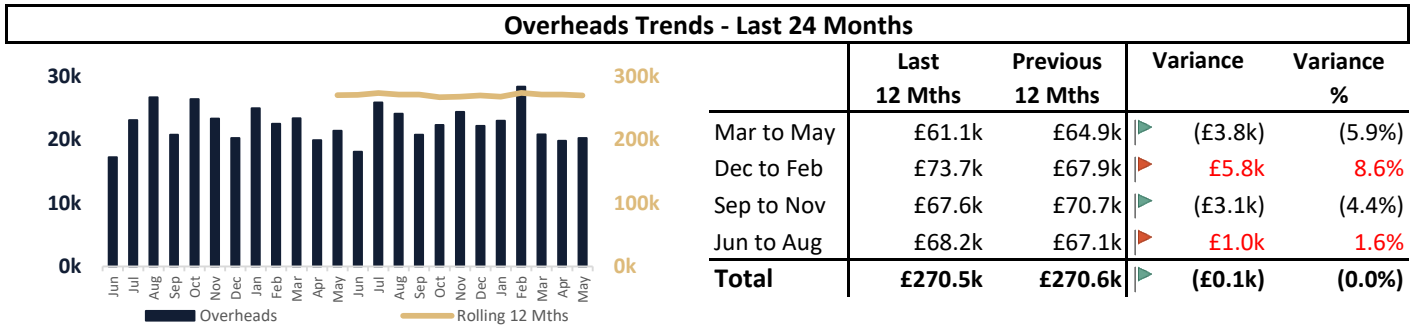


Top 10 Cost of Sales Spend Last 12 Mths	TY	% Rev	LY	% Rev	Var	Var % Rev
Cost of Sales 8	£419.6k	41.9%	£429.8k	42.9%	£10.2k	▶ (0.9%)
Cost of Sales 5	£173.6k	17.3%	£163.7k	16.3%	(£9.8k)	▶ 1.0%
Cost of Sales 7	£21.6k	2.2%	£24.8k	2.5%	£3.3k	▶ (0.3%)
Cost of Sales 4	£11.2k	1.1%	£17.2k	1.7%	£5.9k	▶ (0.6%)
Cost of Sales 2	£8.1k	0.8%	£10.0k	1.0%	£1.9k	▶ (0.2%)
Cost of Sales 1	£4.7k	0.5%	£4.6k	0.5%	(£0.1k)	▶ 0.0%
Cost of Sales 9	£4.6k	0.5%	£4.0k	0.4%	(£0.7k)	▶ 0.1%
Cost of Sales 3	£4.0k	0.4%	£2.6k	0.3%	(£1.4k)	▶ 0.1%
Cost of Sales 6	£3.5k	0.3%	£5.2k	0.5%	£1.8k	▶ (0.2%)
Others	£0k	0.0%	£0k	0.0%	£0k	0.0%
Total Cost of Sales	£650.8k	65.0%	£661.8k	66.0%	£11.1k	▶ (1.0%)

Performance Summary for Growing Your Numbers

OVERHEADS ANALYSIS

Overheads over the last 12 months totalled £270,549, which was a (0.0%) movement on the previous 12 months. Overheads over the last 3 months totalled £61,053, which was a (5.9%) movement on the same quarter last year. Overheads as a proportion of revenue have decreased over the past 12 months, moving from 27.0% to 27.0%.

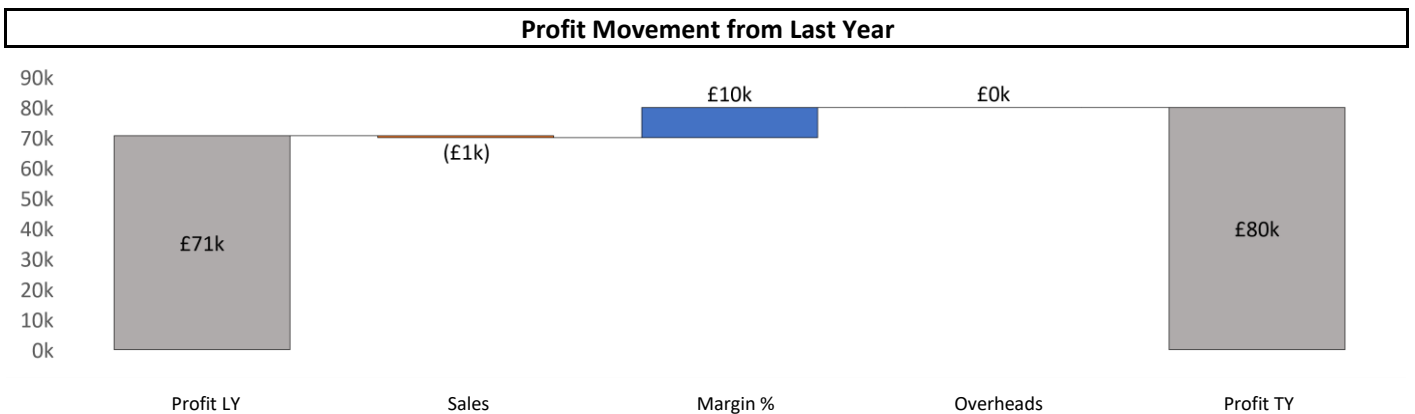
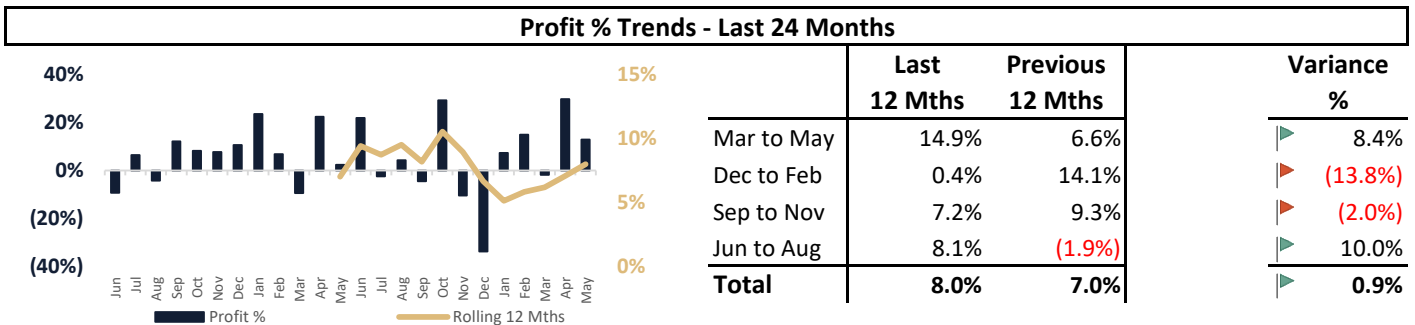
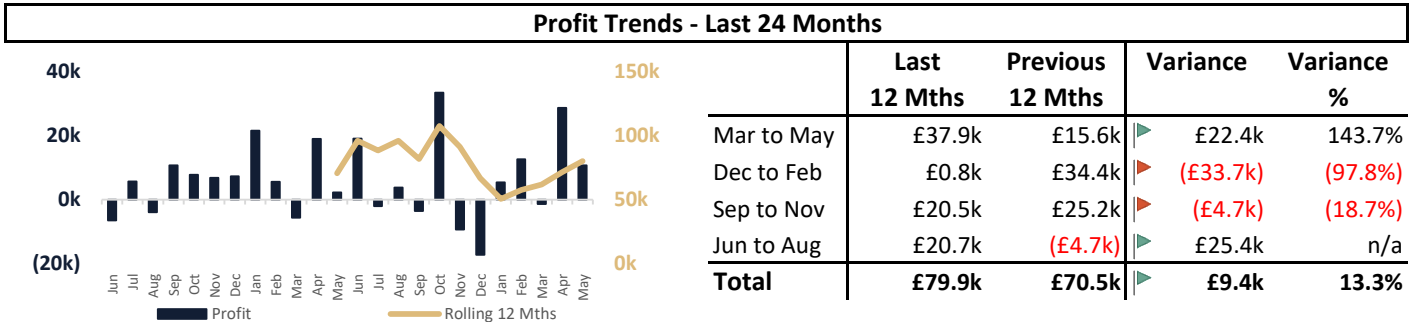


Top 10 Overheads	TY	% Rev	LY	% Rev	Var	Var % Rev
Rent	£57.8k	5.8%	£57.8k	5.8%	£0k	0.0%
Salaries	£31.6k	3.2%	£25.1k	2.5%	£6.5k	0.7%
Heat & Light	£31.1k	3.1%	£37.0k	3.7%	(£5.9k)	(0.6%)
Depreciation	£30.0k	3.0%	£29.1k	2.9%	£0.9k	0.1%
Marketing	£15.9k	1.6%	£5.8k	0.6%	£10.2k	1.0%
Insurance	£13.6k	1.4%	£17.4k	1.7%	(£3.8k)	(0.4%)
Motor Vehicle	£12.9k	1.3%	£21.5k	2.1%	(£8.6k)	(0.9%)
Advertising	£11.2k	1.1%	£5.8k	0.6%	£5.4k	0.5%
Temp Costs	£10.4k	1.0%	£7.4k	0.7%	£3.0k	0.3%
Promotion	£7.4k	0.7%	£11.5k	1.1%	(£4.1k)	(0.4%)
Top 10 Overheads	£221.8k	22.2%	£218.3k	21.8%	£3.5k	0.4%
Others	£48.8k	4.9%	£52.3k	5.2%	(£3.5k)	(0.3%)
Total Overheads	£270.5k	27.0%	£270.6k	27.0%	(£0.1k)	0.0%

Performance Summary for Growing Your Numbers

PROFIT ANALYSIS

Profit over the last 12 months totalled £79,916, which was a +£9,379 movement on the previous 12 months. Profit over the last 3 months was £37,919, which was a +£22,359 movement on the same quarter last year. Profit as a proportion of revenue has increased over the past 12 months, moving from 7.0% to 8.0%. 7 of the past 12 months have generated a profit, with the remainder generating a loss.



Over the last 12 months, profit has increased compared to the previous 12 months by £9,379. An adverse sales variance decreased profit by (£600), margin % increased by 1.0% points which in turn increased profit by £9,913, overheads have reduced compared to last year which has increased profit by £66.

Performance Summary for Growing Your Numbers

FORECAST EXTRAPOLATION

If recent trends continue, revenue over the next 12 months will decrease from £1,001,218 to £964,712, recent margin % trends suggest 37.5% is achievable and applying the average monthly overhead spend over the past 6 months of £22,461 to the next 12 months, delivers an expected net profit for the next 12 months of £92,153.

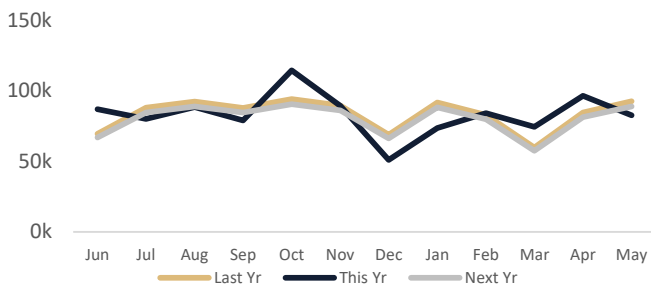
	Last Year	This Year	Next Year
Revenue	£1,003.0k	£1,001.2k	£964.7k
YoY%		(0.2%)	(3.6%)
Cost of Sales	£661.8k	£650.8k	£603.0k
Gross Margin	£341.2k	£350.5k	£361.7k
Gross Margin %	34.0%	35.0%	37.5%
Total Overheads	£270.6k	£270.5k	£269.5k
Net Profit	£70.5k	£79.9k	£92.2k
Net Profit %	7.0%	8.0%	9.6%

Average sales over the past 6 months adjusted for seasonality

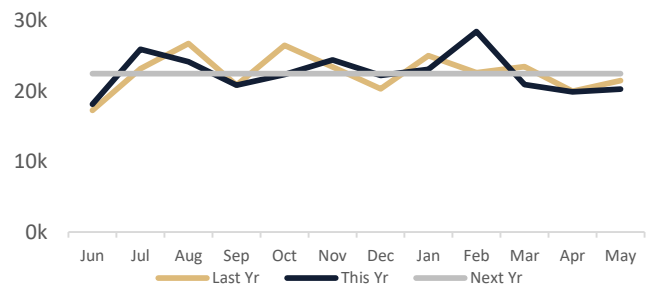
Average margin % achieved over the past 6 months applied

Average spend over the past 6 months applied

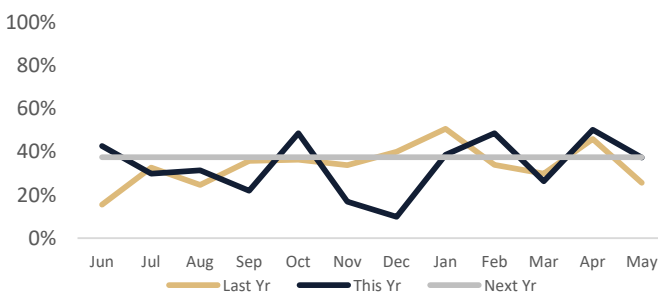
Revenue Forecast



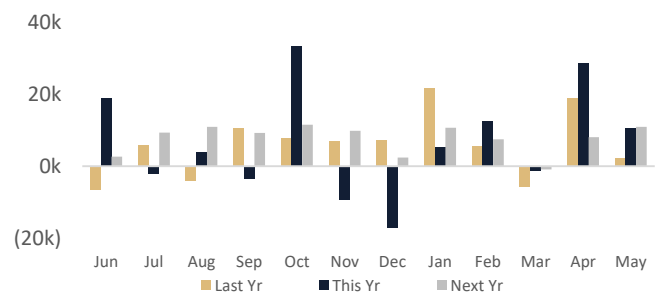
Overhead Forecast



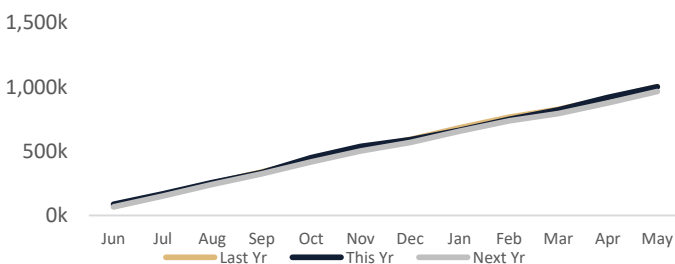
Gross Margin % Forecast



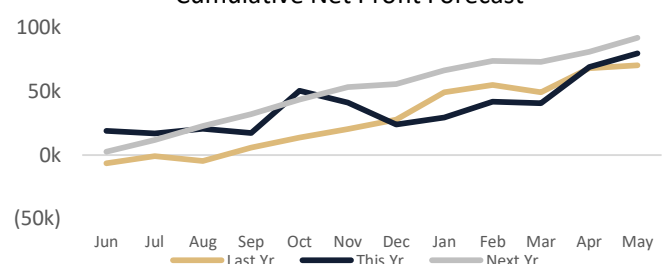
Net Profit Forecast



Cumulative Revenue Forecast



Cumulative Net Profit Forecast



Performance Summary for Growing Your Numbers

BALANCE SHEET ANALYSIS

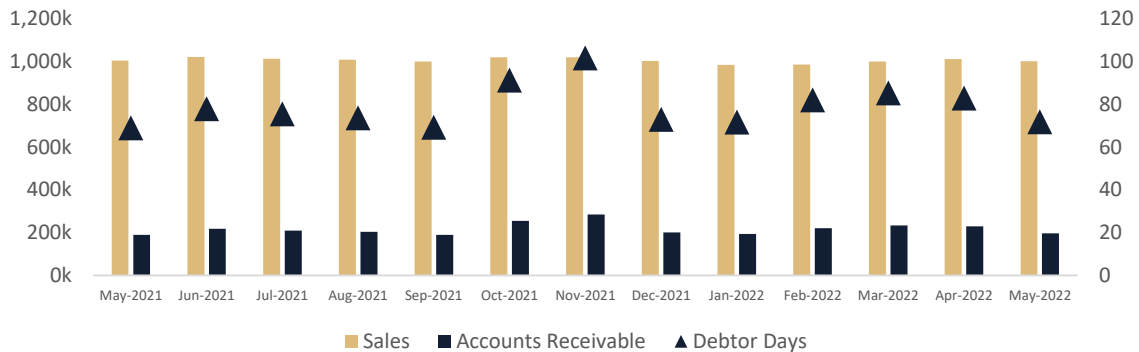
The company's Net Worth has decreased over the past 12 months by (£10,920) (from £44,409 to £33,489). This has been driven by a (£21,593) reduction in Fixed Assets, a £20,566 increase in Current Assets, a £39,458 increase in Current Liabilities and a (£29,565) reduction in Long Term Liabilities. The Current Ratio (the number of times current assets covers short term obligations) has decreased from 1.19 to 1.03, the minimum we would expect a business to operate at is 1. The Cash Ratio represents the company's immediate ability to cover its' short term obligations, this has improved from (0.54) to (0.33). The Total Debt to Equity ratio measures the degree to which operations are funded by borrowed money or unpaid debt, a high ratio means a greater risk of bankruptcy if business declines. The company's Debt to Equity ratio has increased from 4.48 to 6.23.

Net Worth		Current Ratio		Cash Ratio		Total Debt to Equity*	
£33.5k	✗	1.0	✗	(0.3)	✓	6.2	✗

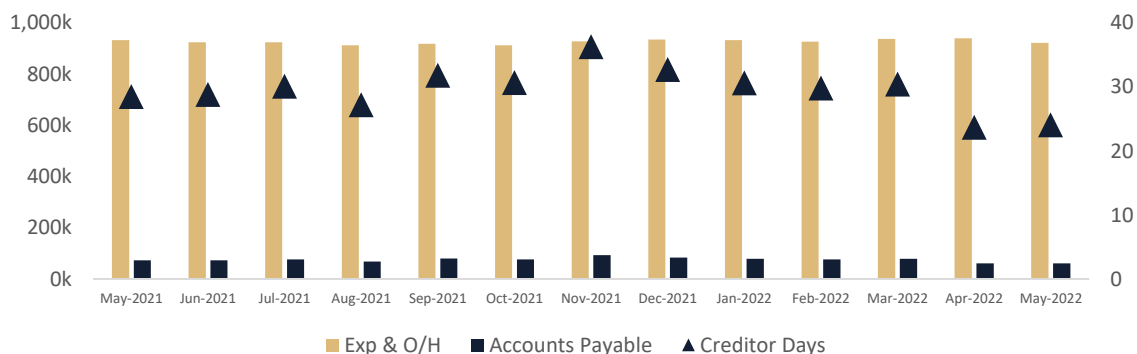
indicators display the movement compared to this time last year

Total Liabilities divided by Net Worth

	LY May	TY May	Var	Var %
Fixed Assets	£96.6k	£75.0k	(£21.6k)	(22.3%)
Current Assets	£146.6k	£167.2k	£20.6k	14.0%
Current Liabilities	£123.6k	£163.0k	£39.5k	31.9%
Long Term Liabilities	£75.2k	£45.7k	(£29.6k)	(39.3%)
Net Worth	£44.4k	£33.5k	(£10.9k)	(24.6%)



Debtor Days = ((Accounts Receivable (£196,930) / Sales (£1,001,218)) x 365 Days) = 71.8 days. This represents an increase of 2.9 days compared to this time last year.



Creditor Days = (Accounts Payable (£60,859) / (Cost of Sales (£650,752) plus Expenses (£270,549)) x 365 Days) = 24.1 days. This represents a decrease of (4.4) days compared to this time last year.

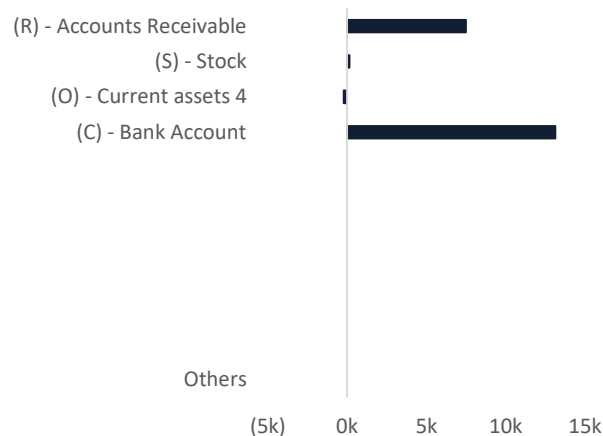
Performance Summary for Growing Your Numbers

BALANCE SHEET MOVEMENT

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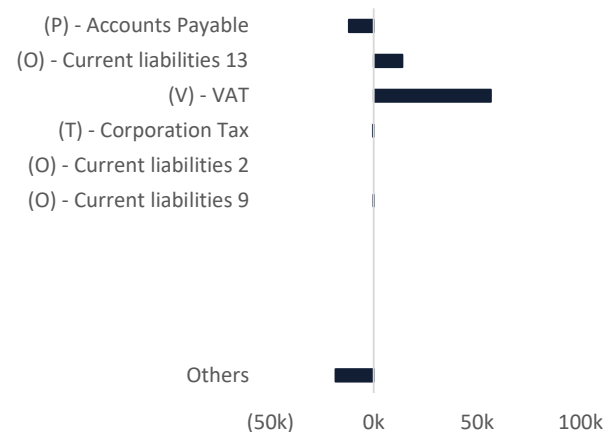
Key Current Assets	LY May	TY May
(R) - Accounts Receivable	£189.4k	£196.9k
(S) - Stock	£23.8k	£24.0k
(O) - Current assets 4	£0.2k	£0.0k
(C) - Bank Account	(£66.9k)	(£53.7k)
Others	£0k	£0k
Current Assets	£146.6k	£167.2k

Current Assets Movement vs LY



Key Current Liabilities	LY May	TY May
(P) - Accounts Payable	£72.9k	£60.9k
(O) - Current liabilities 13	£43.4k	£57.2k
(V) - VAT	(£21.0k)	£35.7k
(T) - Corporation Tax	£8.3k	£7.9k
(O) - Current liabilities 2	£1.4k	£1.4k
(O) - Current liabilities 9	£0.0k	(£0.0k)
Others	£18.5k	(£0.0k)
Current Liabilities	£123.6k	£163.0k

Current Liabilities Movement vs LY



Classification

In order to prepare some of the ratio analysis above, we have used certain assumptions to categorise your assets and liabilities, these are displayed in brackets before each line. A key to each of these is displayed below.

(C) - Cash, (D) - Debt, (O) - Other, (P) - Payables, (R) - Receivables, (S) - Stock / W.I.P, (T) - Corp Tax, (V) - VAT

Performance Summary for Growing Your Numbers

DETAILED BALANCE SHEET ANALYSIS

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In order to prepare some of the ratio analysis above, we have used certain assumptions to categorise your assets and liabilities, these are displayed in brackets before each line. A key to each of these is displayed below.

Current Assets	LY	TY	Current Liabilities	LY	TY
(R) - Accounts Receivable	£189.4k	£196.9k	(P) - Accounts Payable	£72.9k	£60.9k
(S) - Stock	£23.8k	£24.0k	(O) - Current liabilities 13	£43.4k	£57.2k
(O) - Current assets 4	£0.2k	£0.0k	(V) - VAT	(£21.0k)	£35.7k
(C) - Bank Account	(£66.9k)	(£53.7k)	(T) - Corporation Tax	£8.3k	£7.9k
			(O) - Current liabilities 2	£1.4k	£1.4k
			(O) - Current liabilities 9	£0.0k	(£0.0k)

This report has been produced using data within your accounting system and is provided for information purposes only to aid decision making. No liability can be accepted for loss or unforeseen impact incurred due to actions taken as a result of the information or comments displayed within it.