

Creative Design

SAMPLE REPORT - January 2022

Prepared 2 March 2022



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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 2022 was \$94,989, compared to \$94,255 last month. This represents an increase of \$734, or 0.78%. - Steady as expected

4. Gross Profit

The Gross Profit for Jan 2022 was \$56,588, compared to \$58,308 last month. This represents a decrease of \$1,720, or 2.95%. 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 \$87,952, compared to \$123,179 in the Budget. This represents an increase of \$35,227, or 28.6%. Predicted overheads were factored into the original budget for Q3 that did not occur.

6. Bank

The Bank for Jan 2022 was \$561,280, compared to \$553,412 last month. This represents an increase of \$7,868, or 1.42%. 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: Peter



Due: Jan 22

- 2022 strategy based on feedback from board
- Finalise and publish the draft strategy
- Share draft strategy with board

Sales

Assignee: Chris



Due: Apr 22

- Sales analysis - Q4
- Hire new sales manager ready for Q1 2022

Marketing

Assignee: Stewart



Due: Apr 22

- Review and select marketing agency
- Hire in-house designer
- Marketing campaign for Q1 2022

Finance

Assignee: Louis

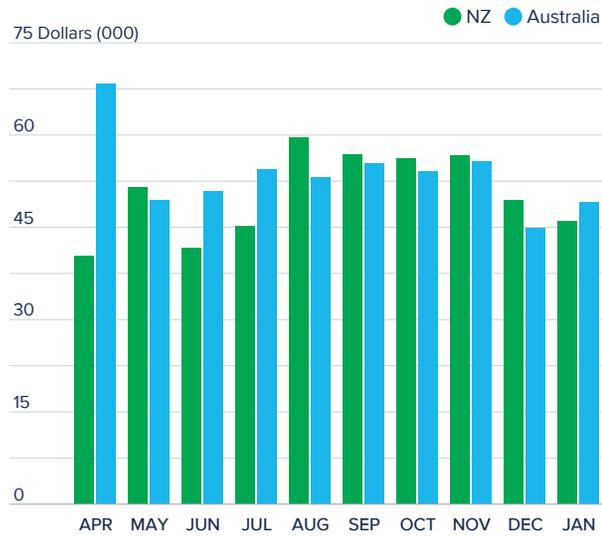


Due: Feb 22

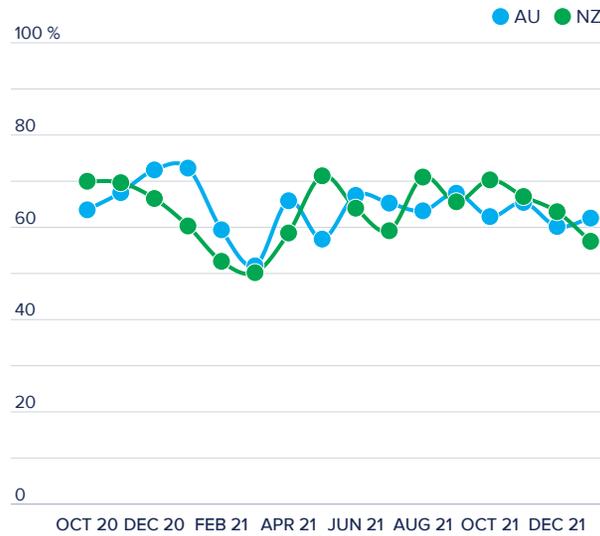
- 2022 Forecast
- Creditor reduction proposal
- Finalise new entertainment and expenditure policies
- Meet with tax office case manager

	YTD	Actual vs Last Year		Jan 22 Plus Last 3 Months				Forward Projection Full Year		
	Actual	Last Year	Variance %	Jan 22	Dec 21	Nov 21	Oct 21	YTD	Budget	Total 21/22
Revenue										
Product Revenue	109,221	132,296	-17.4%	10,813	10,959	10,474	10,755	109,221	18,879	128,100
Project Revenue	892,638	906,884	-1.6%	80,657	80,203	98,144	95,602	892,638	158,503	1,051,141
Support Revenue	37,763	39,877	-5.3%	3,519	3,093	3,795	3,945	37,763	6,314	44,077
Total Revenue	1,039,622	1,079,057	-3.7%	94,989	94,255	112,413	110,302	1,039,622	183,696	1,223,318
Cost of Sales	368,903	367,367	0.4%	38,401	35,947	38,168	37,085	368,903	85,468	454,371
Gross Profit	670,719	711,690	-5.8%	56,588	58,308	74,245	73,217	670,719	98,228	768,947
GP%	64.5%	66.0%	-1.4%	59.6%	61.9%	66.0%	66.4%	64.5%	53.5%	62.9%
OPEX										
Depreciation	10,370	10,370	0.0%	1,037	1,037	1,037	1,037	10,370	2,156	12,526
Financial										
Accounting Fees	4,200	4,200	0.0%	420	420	420	420	4,200	874	5,074
Bank Fees	2,111	1,910	10.5%	191	191	191	191	2,111	398	2,509
Interest Expense	990	990	0.0%	99	99	99	99	990	206	1,196
Total Financial	7,301	7,100	2.8%	710	710	710	710	7,301	1,478	8,779
Operations										
Rent Expense	95,650	95,650	0.0%	9,565	9,565	9,565	9,565	95,650	19,896	115,546
Total Operations	95,650	95,650	0.0%	9,565	9,565	9,565	9,565	95,650	19,896	115,546
Entertainment	4,020	4,020	0.0%	402	402	402	402	4,020	836	4,856
Staff Training	1,080	1,080	0.0%	108	108	108	108	1,080	224	1,304
National Travel	2,490	2,490	0.0%	249	249	249	249	2,490	518	3,008
Wages	436,410	436,410	0.0%	43,641	43,641	43,641	43,641	436,410	90,774	527,184
Total OPEX	557,321	557,120	0.0%	55,712	55,712	55,712	55,712	557,321	115,882	673,203
NOP%	10.9%	14.3%	-3.4%	0.9%	2.8%	16.5%	15.9%	10.9%	-9.6%	7.8%
Net Profit	87,952	123,802	-29.0%	754	1,579	13,344	12,604	87,952	-17,654	70,298

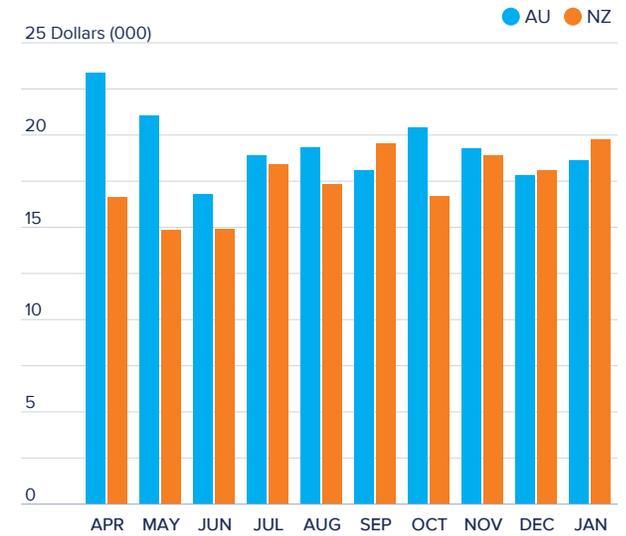
REVENUE - By Region



GROSS PROFIT % (EFFICIENCY)

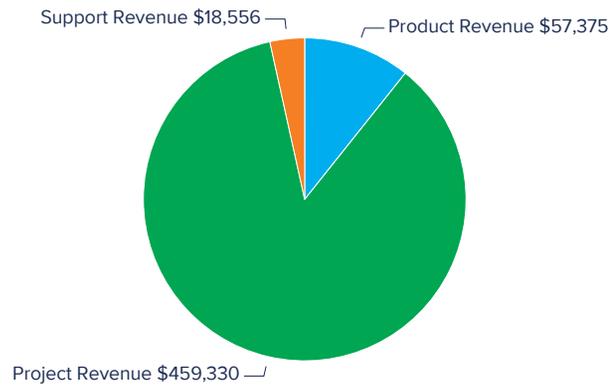


COST OF SALES - By Region



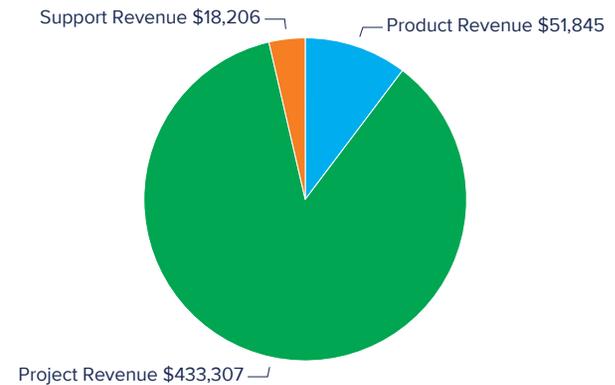
TOP REVENUE CONTRIBUTORS - Australia

Adelaide



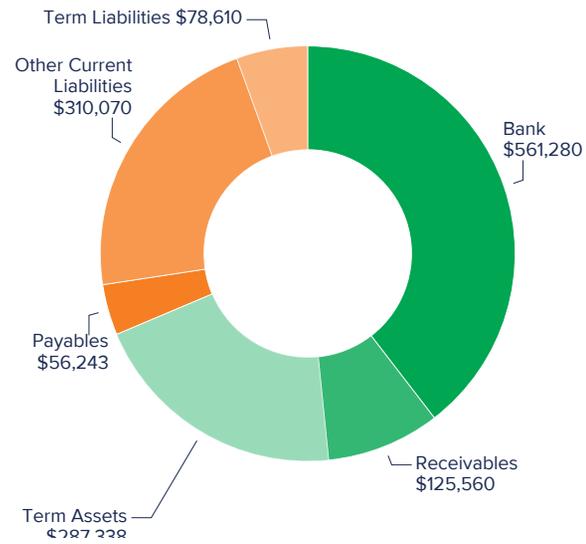
TOP REVENUE CONTRIBUTORS - New Zealand

NZ

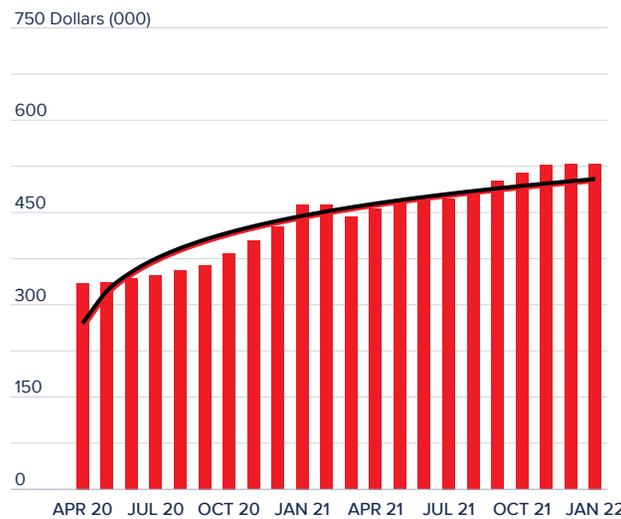


	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Jan 22	Last Year	Variance	Variance %	Dec 21	Nov 21	Oct 21	CAPEX Monitor	YTD
Cash on Hand								Motor Vehicle	-100
Business Current Account	488,597	208,183	280,414	134.7%	480,729	454,534	429,521	Total CAPEX	-100
Business Savings Account	61,583	110,000	-48,417	-44.0%	61,583	61,583	61,583	Debt Monitor As at Jan 22	
Paypal Account	10,000	10,000	0	0.0%	10,000	10,000	10,000	Taxes	305,369
Tax Account	1,100	400	700	175.0%	1,100	1,100	1,100	Term Loans	78,610
Total Cash on Hand	561,280	328,583	232,697	70.8%	553,412	527,217	502,204	Accounts Payable	56,243
Receivables	125,560	147,480	-21,920	-14.9%	124,517	145,399	142,971	Other	4,701
Total Current Assets	686,844	457,670	229,174	50.1%	677,935	672,621	645,180	Total Debt	444,923
Fixed Assets	476,081	476,181	-100	0.0%	476,081	476,081	476,081		
Accumulated Depreciation	-188,743	-176,299	-12,444	-7.1%	-187,706	-186,669	-185,632		
Total Assets	974,182	757,552	216,630	28.6%	966,310	962,033	935,629		
Payables	48,862	47,019	1,843	3.9%	46,040	48,594	47,349		
Other Current Liabilities	317,451	187,465	129,986	69.3%	310,255	302,103	287,388		
Non-Current Liabilities	78,610	78,410	200	0.3%	81,510	84,410	87,310		
Total Liabilities	444,923	312,894	132,029	42.2%	437,805	435,107	422,047		
Net Assets	529,259	444,658	84,601	19.0%	528,505	526,926	513,582		

BALANCE SHEET COMPONENTS



EQUITY TREND

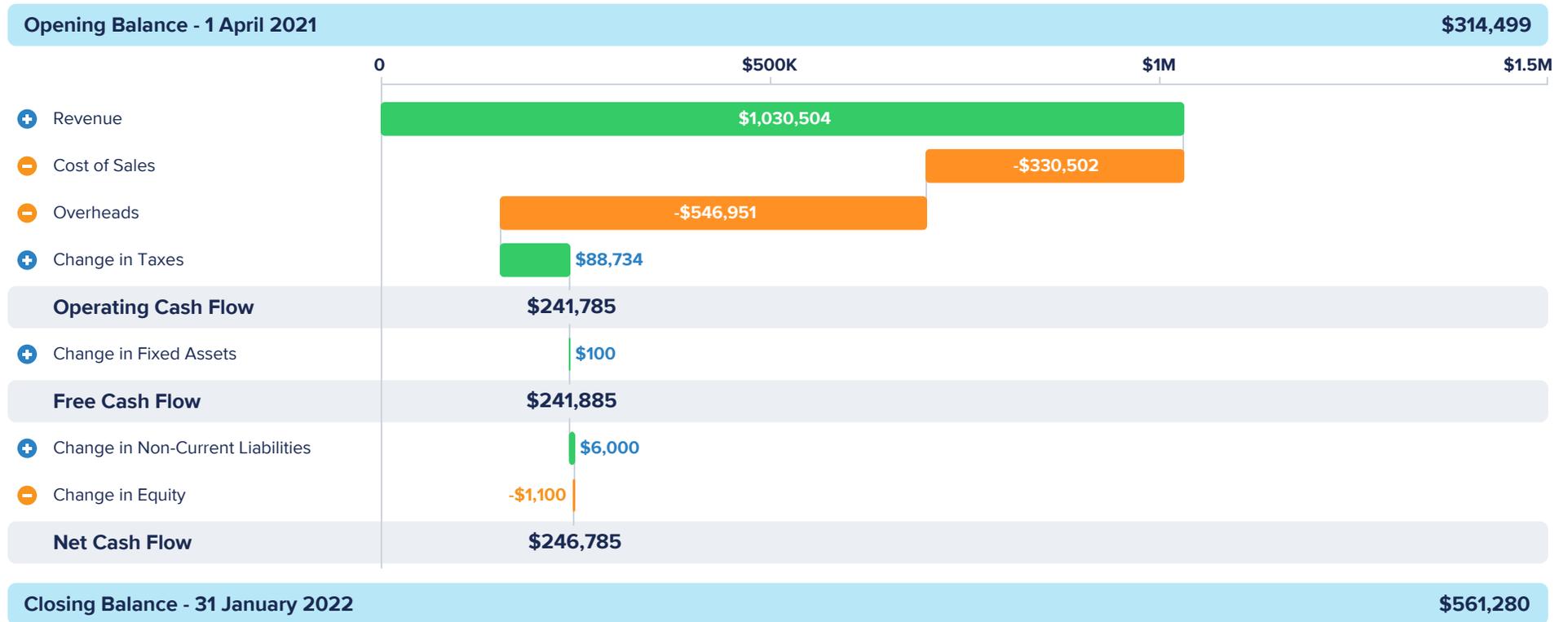


LIQUIDITY MONITOR

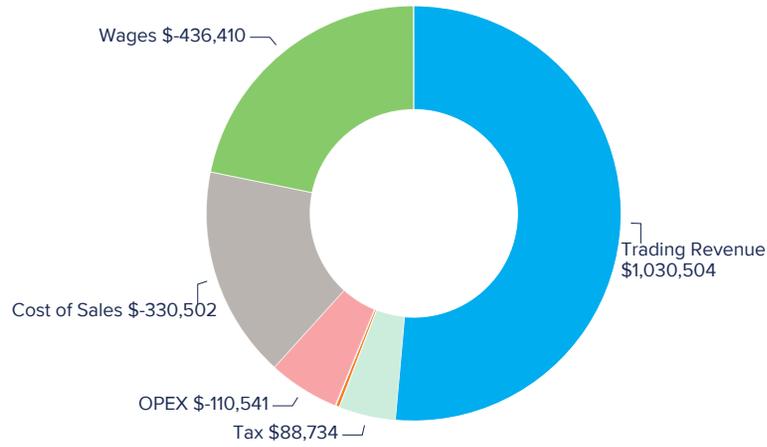


	Current Financial Year											
	Apr 21	May 21	Jun 21	Jul 21	Aug 21	Sep 21	Oct 21	Nov 21	Dec 21	Jan 22	Feb 22	Mar 22
Operating profit / (loss)	14,049	9,258	5,098	6,689	20,410	18,978	17,604	18,632	2,695	975	0	0
Depreciation & amortisation	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	1,037	0	0
EBITDA	15,086	10,295	6,135	7,726	21,447	20,015	18,641	19,669	3,732	2,012	0	0
(Increase)/decrease in trade debtors	-26,246	8,891	9,803	-8,263	-15,049	542	2,226	-2,428	20,882	-1,043	0	0
Increase/(decrease) in trade creditors	46,037	-4,763	-4,787	6,432	-730	1,104	-645	1,245	-2,554	2,822	0	0
Increase/(decrease) in GST	8,688	8,149	7,495	7,734	9,792	9,577	9,370	9,526	7,134	6,903	0	0
Cash generated from operations	43,565	22,572	18,646	13,629	15,460	31,238	29,592	28,012	29,194	10,694	0	0
Income tax paid	0	0	1	0	0	0	0	0	1	-1	0	0
Other revenue	0	0	0	0	0	0	0	0	0	172	0	0
Interest paid	-99	-99	-99	-99	-99	-99	-99	-99	-99	-99	0	0
Net cash from operations	43,466	22,473	18,548	13,530	15,361	31,139	29,493	27,913	29,096	10,766	0	0
Net cash from investing activities	0	101	0	0	-1	0	1	0	0	0	0	0
Cash inflow/(outflow) from borrowings	-2,900	32,100	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	0	0
Changes in equity	0	-100	0	-1,000	0	0	0	0	0	0	0	0
Net cash from financing activities	-2,900	32,000	-2,900	-3,900	-2,900	-2,900	-2,900	-2,900	-2,900	-2,900	0	0
Change in cash & cash equivalents	40,566	54,574	15,648	9,630	12,460	28,239	26,594	25,013	26,196	7,866	0	0
Opening cash & cash equivalents	314,499	355,063	409,636	425,282	434,911	447,372	475,611	502,204	527,217	553,412	0	0
Closing cash & cash equivalents	355,063	409,636	425,282	434,911	447,372	475,611	502,204	527,217	553,412	561,280	0	0

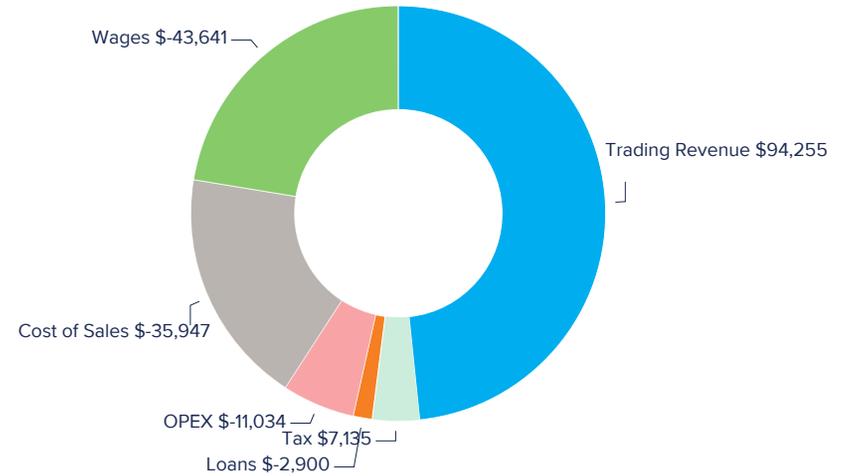
CASH MOVEMENTS SUMMARY



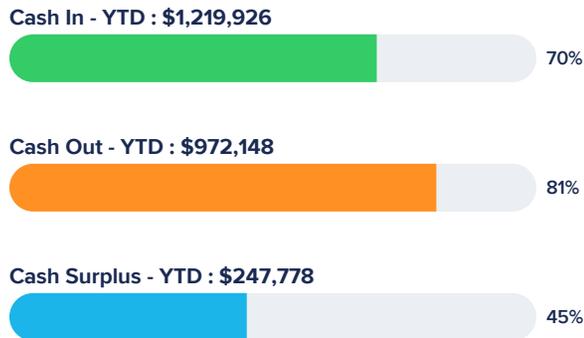
YTD CASH - excluding GST



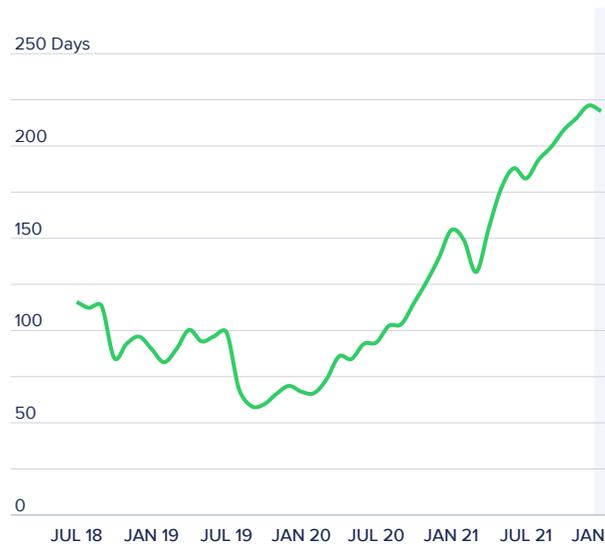
CASH - January 22 (excluding GST)



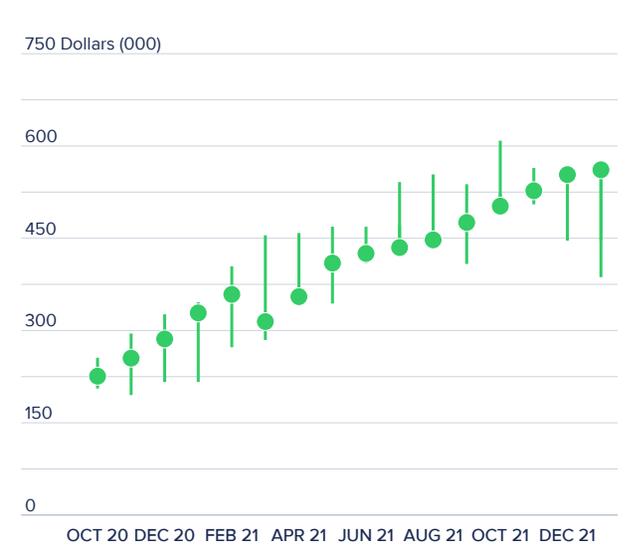
CASH TARGET MONITOR



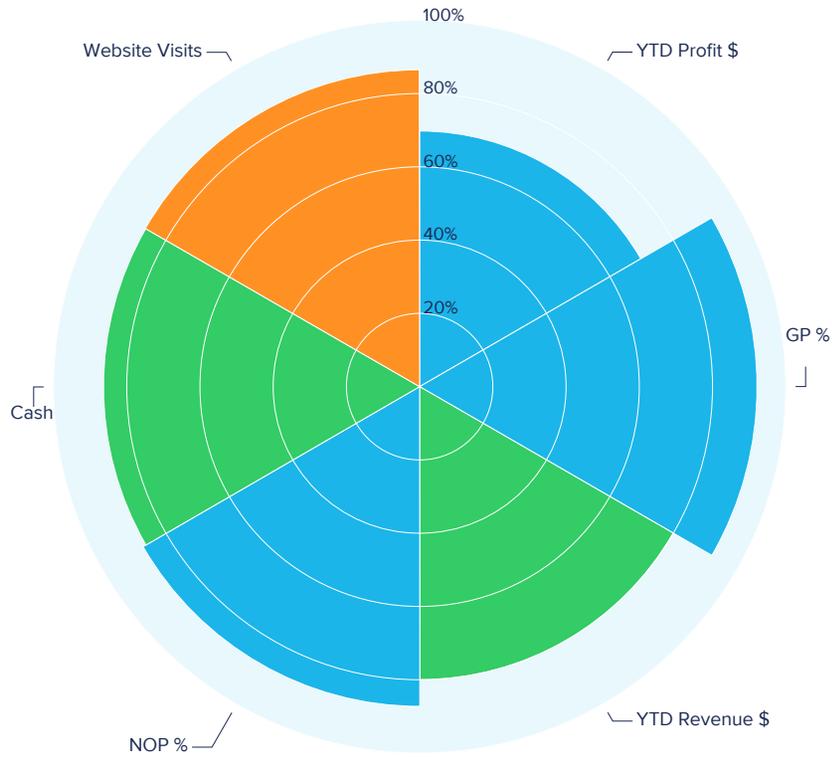
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

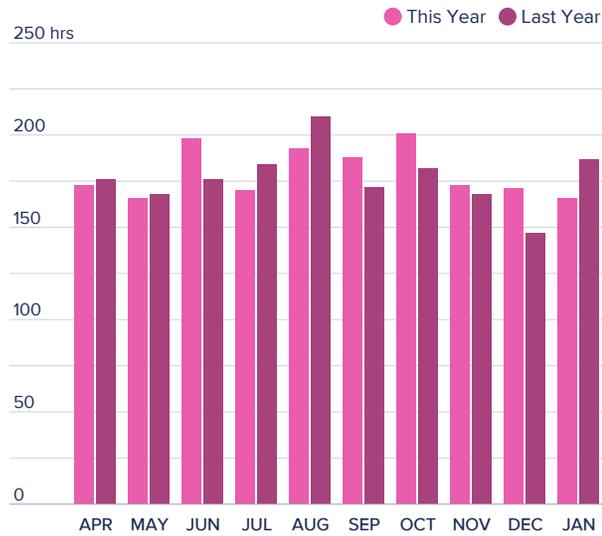


TARGET SCORE CARD

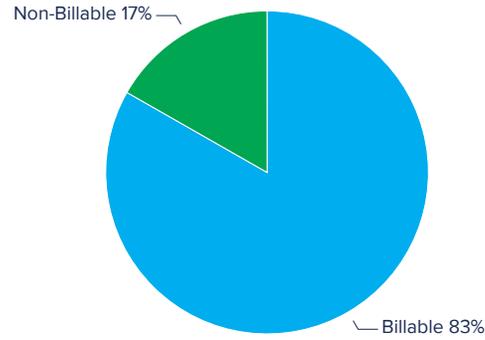


Actual vs Target		
	Actual	Target
Profit	113,398	162,500
GP %	64.5%	70.0%
Revenue	1,039,622	1,300,000
Net Operating Profit %	10.9%	12.5%
Cash	561,280	650,000
Website Visits	9,514	11,000

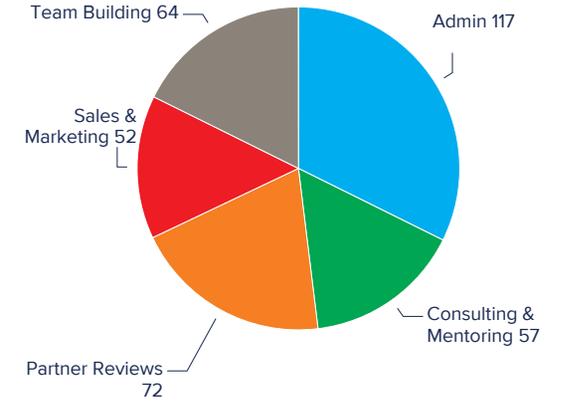
FIRM BILLABLE HOURS - This Year vs Last Year



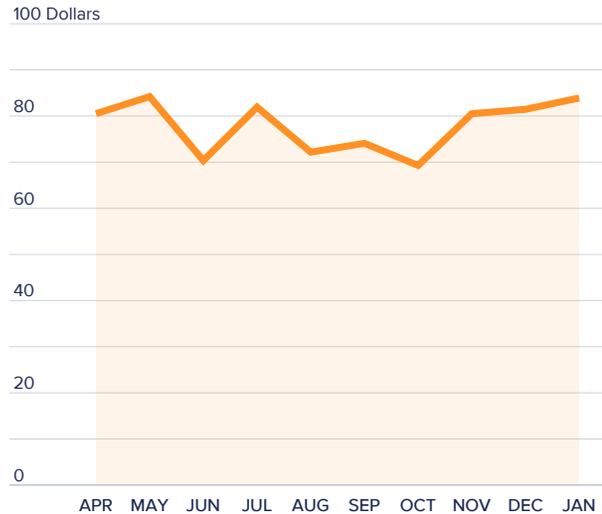
BILLABLE and NON-BILLABLE - This Year



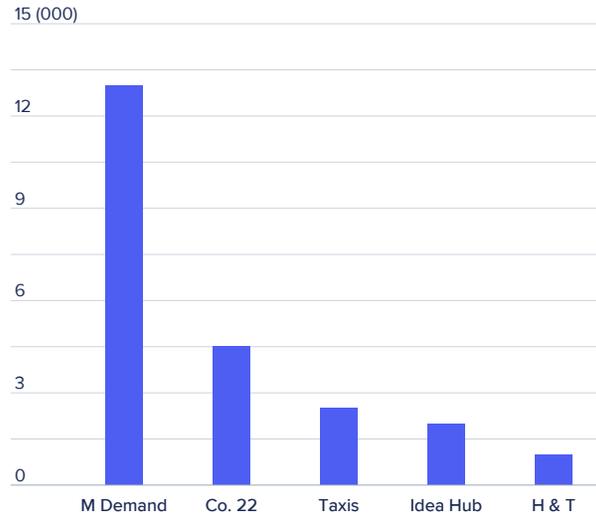
NON-BILLABLE HOURS - YTD



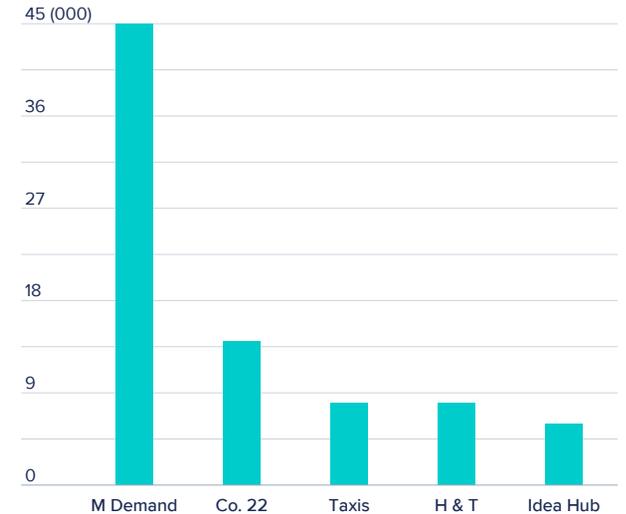
OVERHEAD BURDEN PER HOUR



TOP 5 BILLABLE CLIENTS - Current Month



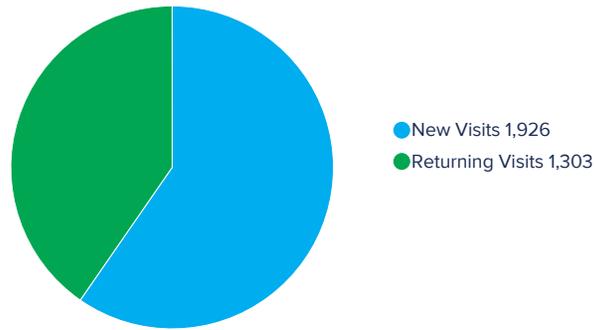
TOP 5 BILLABLE CLIENTS - YTD



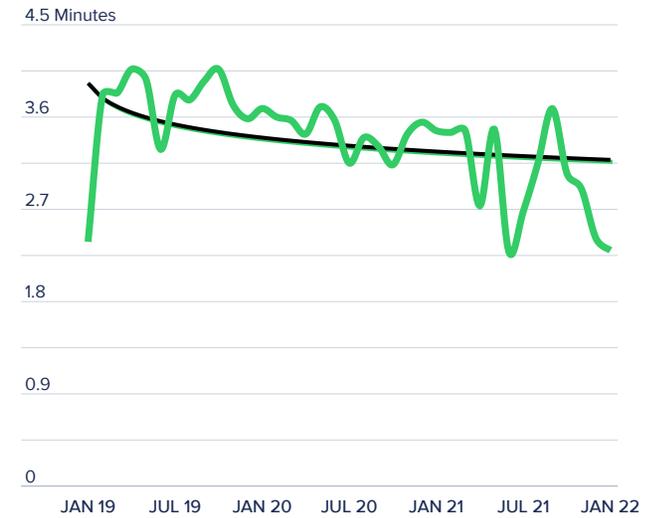
MONTHLY UNIQUE VISITS



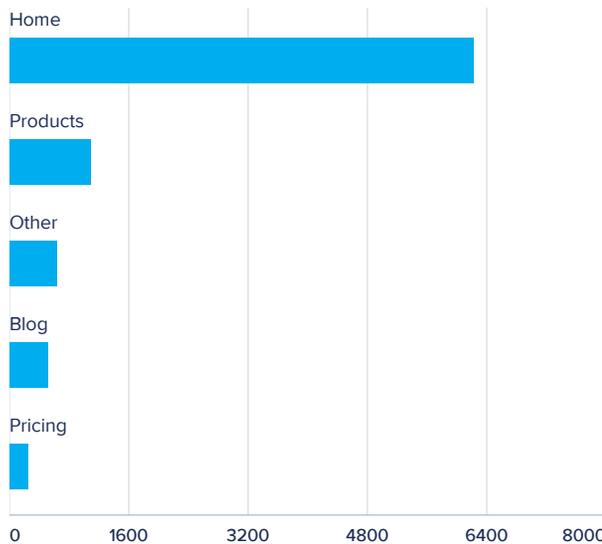
NEW vs RETURNING VISITS - This Month



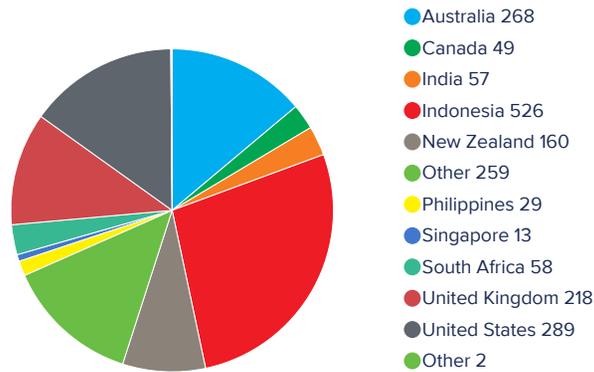
TIME ON SITE - Last 18 Months



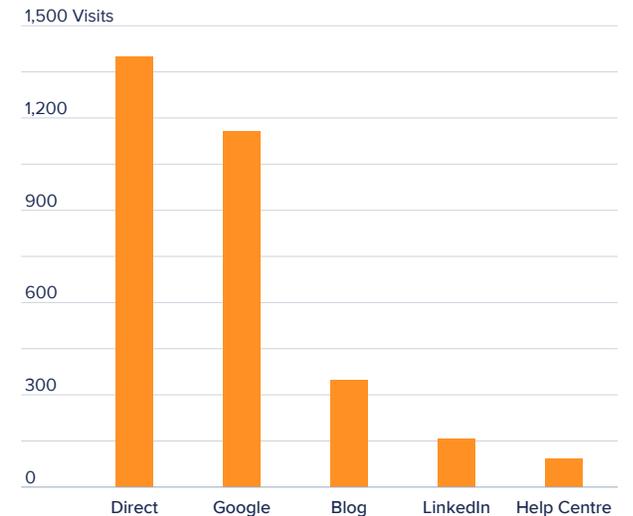
POPULAR PAGES (Top 5) - This Month



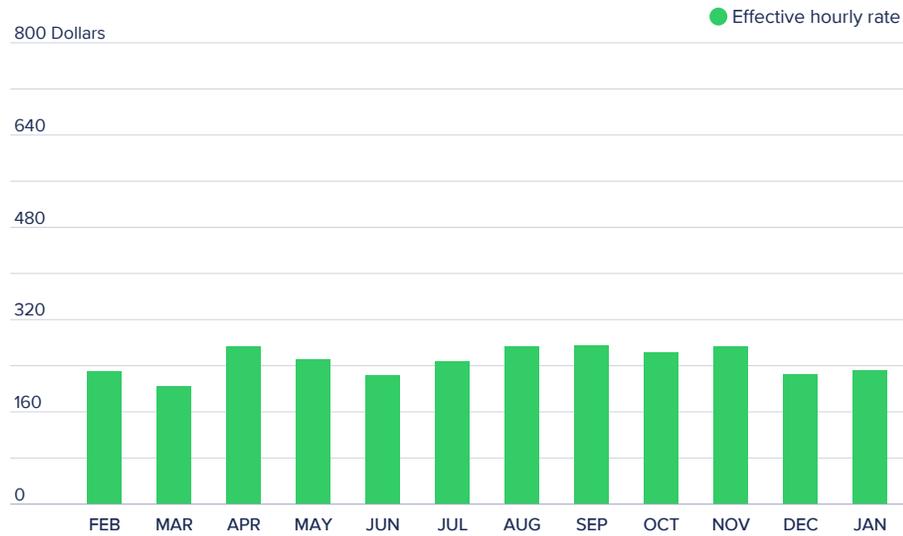
UNIQUE VISITS BY COUNTRY - This Month



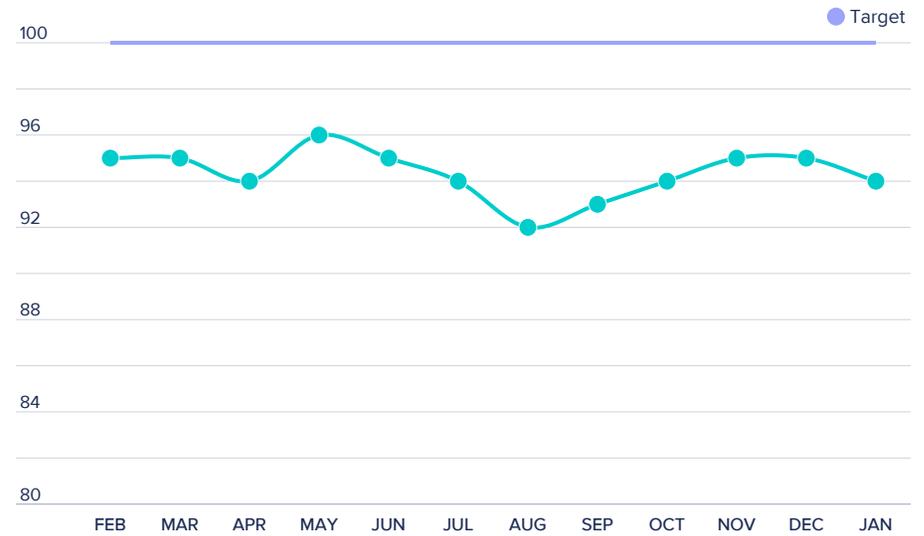
ORIGINATING SOURCE (Top 5) - This Month



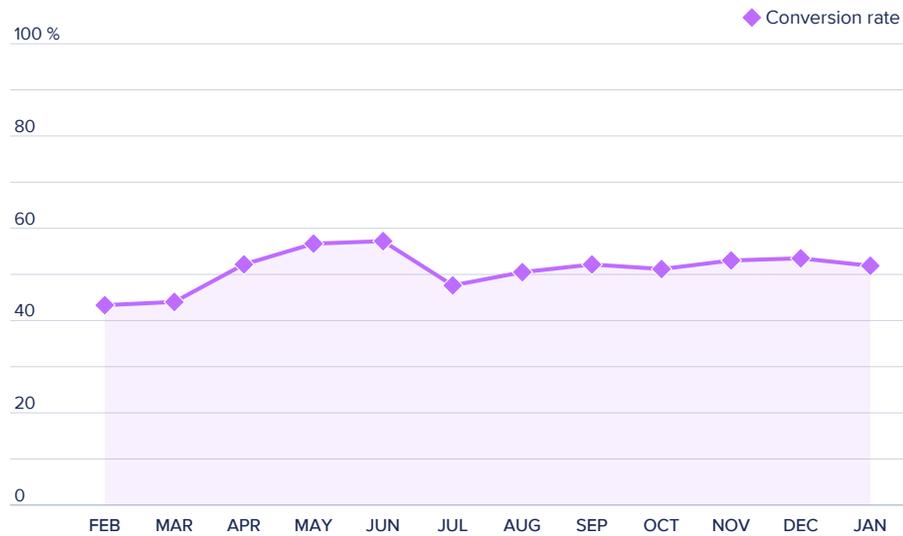
EFFECTIVE HOURLY RATE



CUSTOMER SATISFACTION RATING



SALES CONVERSIONS



NEW CUSTOMERS

