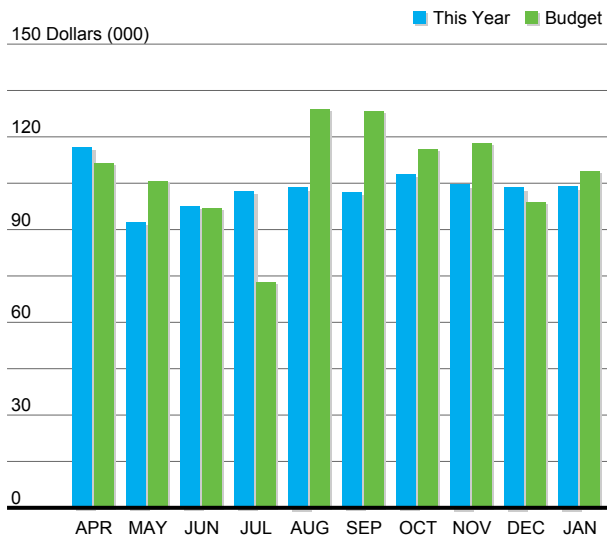
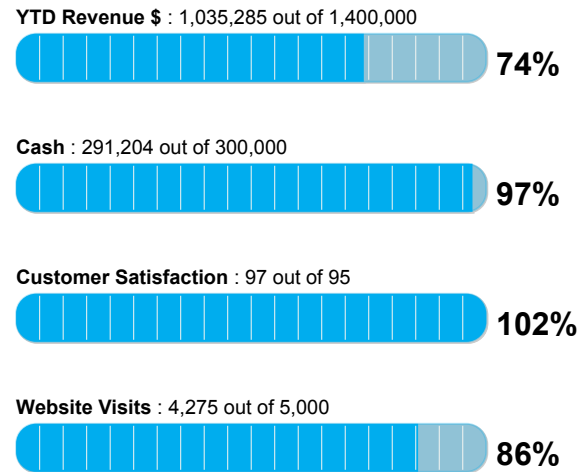


REVENUE - This Year vs Budget



KPIS/TARGET SCORE CARD - June



Outstanding Receivables

\$142,439

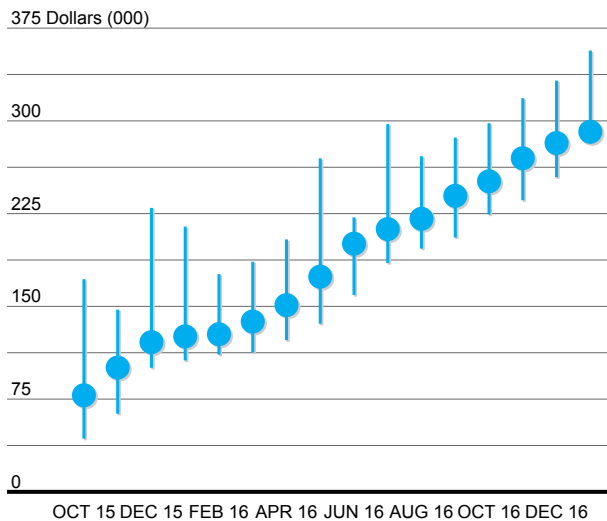
Debtor Days - This Month

41 days

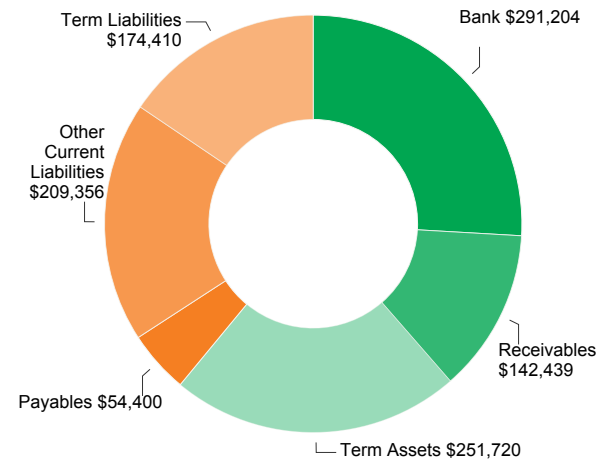
Debtor Days - Last Year

47 days

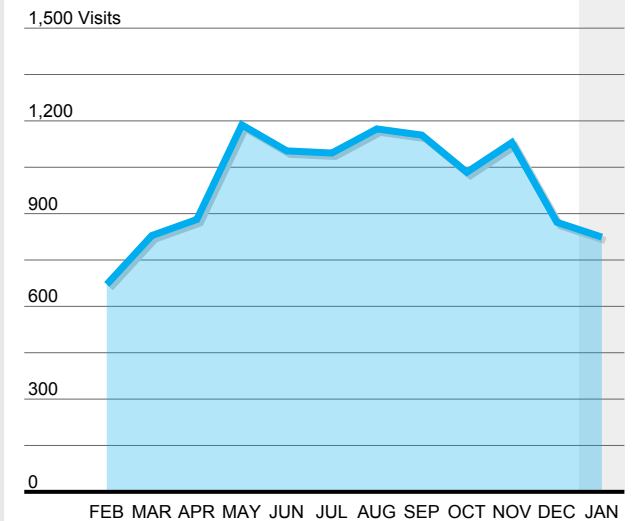
CASH ON HAND - Monthly



BALANCE SHEET COMPONENTS



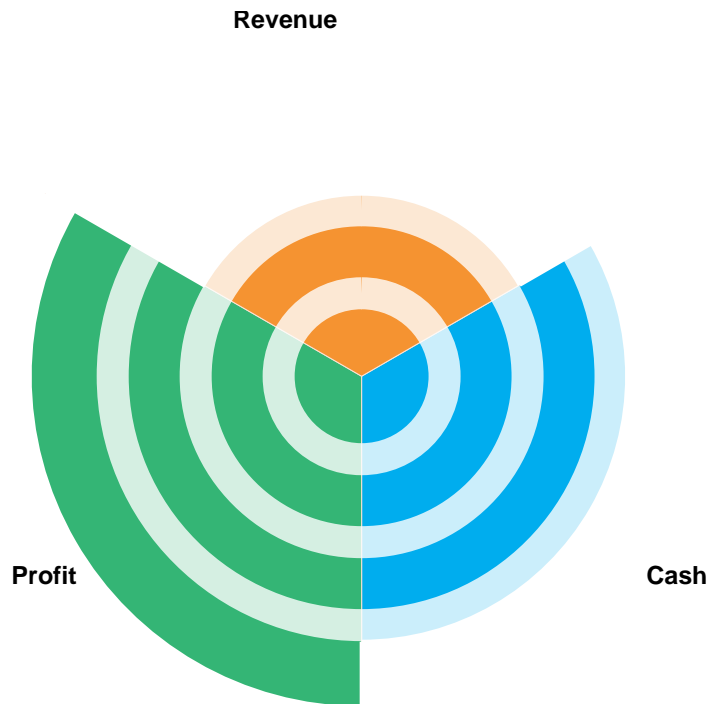
MONTHLY UNIQUE VISITS



CREATIVE DESIGN

Business Performance Monitor

This monitor shows whether the business is meeting the targets for the year. Green means you can celebrate, orange means you are heading in the right direction but there is still a bit of work to do and red... well red means we need to look for ways to improve.



Revenue



Revenue has remained higher than budget for the last 3 months. Continuous upskilling and KPI monitoring of sales staff is recommended to maintain this position.

▼ **\$4,899**

The Revenue for Jan 2017 was \$103,860, compared to \$108,759 in the Budget. This represents a variance of \$4,899, or -4.5%.

Profit



Profits have declined again this month due to additional investment in necessary factory equipment. Training and supporting staff in engaging in new equipment is vital to increasing productivity levels, quality of output and returning to a positive profit position.

▲ **\$1,564**

The Net Profit for Jan 2017 was \$5,529, compared to \$3,965 last month. This represents an increase of \$1,564, or 39.45%.

Cash



The bank balance has remained stable. Although cash position is enough to cover immediate expenses, it's advisable to further cut costs where possible in case of unexpected operating costs.

▲ **\$9,109**

The Bank for Jan 2017 was \$291,204, compared to \$282,095 last month. This represents an increase of \$9,109, or 3.23%.





CREATIVE DESIGN

Business Performance Report - January 2017

This report shows how the business is performing against past results and budgets. Green indicates excellent results, blue a moderate improvement, orange an average result with room for improvement, and red indicates a considerable need for improvement.

Revenue



The Revenue for the year to date is \$1,035,285, compared to \$826,122 for the same period last year. This represents an increase of \$209,163, or 25.32%.

Profit



The Net Profit for Jan 2017 was \$5,529, compared to \$3,965 last month. This represents an increase of \$1,564, or 39.45%.

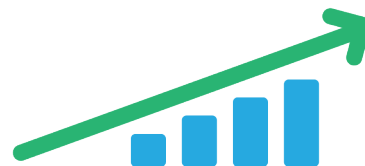
Cash



The Bank for Jan 2017 was \$291,204, compared to \$282,095 last month. This represents an increase of \$9,109, or 3.23%.

Growth

Growth has been positive and 2.4% above the industry average. Continue to invest in your human resource to ensure high quality, repeat business, word-of-mouth marketing and therefore further growth.



Expenses

Wages have increased over the last 6 months as head count has risen to 15 staff.

A new office is required to accommodate a growing team. Rather than purchasing, it is recommended to identify a new rental office space with the potential to support an additional 15% headcount.

