



virtual
finance
director

The following report has been designed to provide you with insight into performance in the current financial year compared to the previous 2 years (where the information is available). We have analysed every transaction within your accounts to identify the drivers of profitability within your business.

Should you wish to discuss any of the content further, please do contact us on t: 0123 456 7890 or visit www.vfd-pro.com

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The points below provide an overview of the performance of your business in the current financial year, compared to the same period last year.

What worked well (this financial year)

The average value of invoices this year has increased by 8.7% compared to last year (up from 757 to 823). The average value of invoices over the past 3 months was also 20.1% up on the same period last year.

The average customer purchase value this year has increased by 29.5% compared to last year (up from 1,962 to 2,540). Average customer purchase value over the past 3 months was also 39.5% up on the same period last year.

Average gross margin % this year has increased by 3.3% compared to last year (up from 37.7% to 40.9%). Average gross margin % over the past 3 months was also 5.1% up on the same period last year.

Average overheads % this year has decreased by (2.5%) compared to last year (down from 29.8% to 27.3%). However, average overheads % over the past 3 months was (7.7%) up on the same period last year.

Average net profit % this year has increased by 5.7% compared to last year (up from 7.8% to 13.6%). Average net profit % over the past 3 months was also 12.7% up on the same period last year.

The balance of cash & cash equivalents has increased by £13,123 compared to the same time last year (up from (£66,869) to (£53,746)).

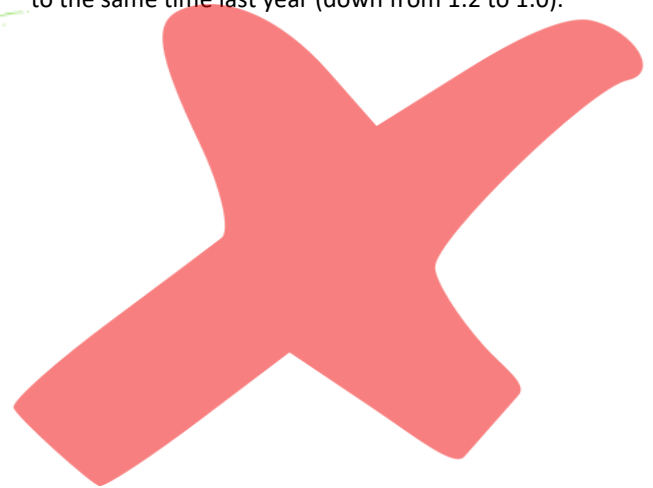
What didn't work so well (this financial year)

Revenue this financial year has decreased by (.1%) compared to last year (down from 412,007 to 411,546). However, over the past 3 months revenue was 7.0% up on the same period last year.

Invoices raised this financial year have decreased by (8.1%) compared to last year (down from 544 to 500). The number raised over the past 3 months was also (10.9%) down on the same period last year.

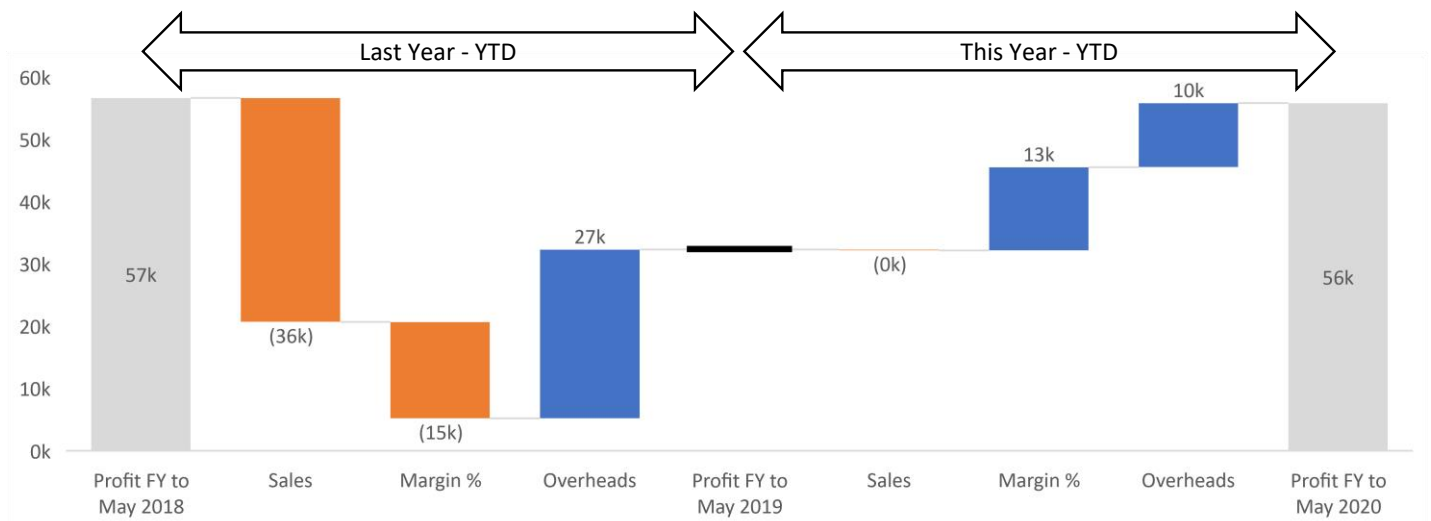
The number of unique customer purchases this year has decreased by (22.0%) compared to last year (down from 118 to 92). Over the past 3 months they were also (16.1%) down on the same period last year.

The business' current ratio has decreased by (.2) compared to the same time last year (down from 1.2 to 1.0).



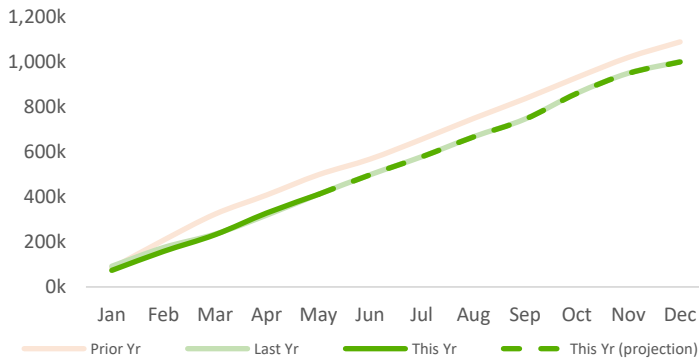
So far this financial year, profit has increased compared to the previous year by £23.5k. An adverse sales variance decreased profit by (£.2k), margin % increased by +3.3% points which in turn increased profit by £13.4k, overheads have reduced compared to last year which has increased profit by £10.3k.

| | | YTD to May | Mvmt | Mvmt % | |
|---------------------|---|------------|--------|--------|----------------------------|
| Revenue | Revenue movement (past 12 months) | 412k | (£0k) | (0.1%) | Profit Impact (£0k) |
| | Invoice movement (past 12 months) | 500 | (44) | (8.1%) | |
| | Revenue Impact | | (£32k) | | |
| | Avg Invoice Value movement (past 12 months) | £823 | £0.07k | 8.7% | |
| | Revenue Impact | | £31k | | |
| Gross Margin | Gross Margin £ movement (past 12 months) | 168k | £13k | 8.5% | Profit Impact £13k |
| | Gross Margin % movement (past 12 months) | 40.9% | | 3.3% | |
| Overheads | Overheads £ movement (past 12 months) | 113k | (£10k) | (8.4%) | Profit Impact £10k |
| | Overheads % sales movement (past 12 months) | 27.3% | | (2.5%) | |
| Net Profit | Net Profit £ movement (past 12 months) | 56k | £24k | 73% | |
| | Net Profit % movement (past 12 months) | 13.6% | | 5.7% | |



Revenue in May of £82.8k was (£9.8k) lower than the same month last year. Revenue achieved so far this financial year of £411.5k is (£.5k) below the level achieved last year and (£87.4k) below the level in the previous year. If we were to project the current financial year to date performance against last year forward, revenue for the full year would be £1,000.6k, (£1.1k) or (.1%) lower than the revenue achieved last year.

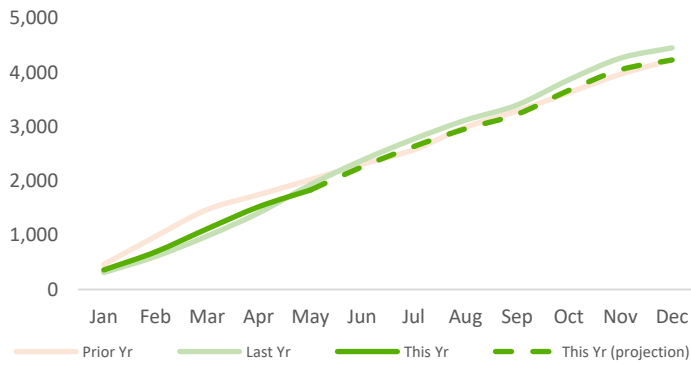
Revenue Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 82.8k | ▶ (10.6%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|-------------|-------------|---------------|---------------|
| Jan to Mar | 232.3k | 234.7k | ▶ (2.5k) | (1.0%) |
| Apr to Jun | 179.3k | 177.3k | ▶ 2.0k | 1.1% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 412k | 412k | ▶ (0k) | (0.1%) |

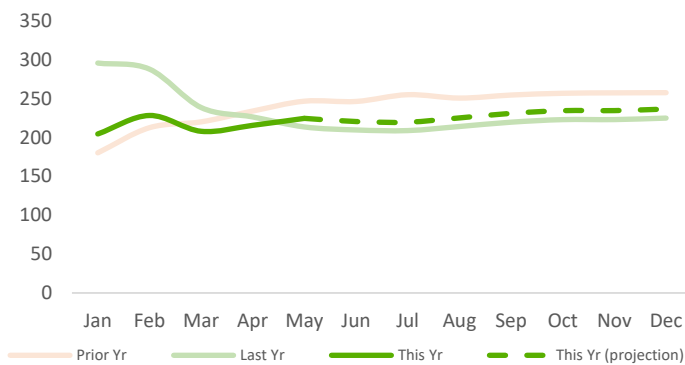
Transaction Trends - Last 3 Years



| May | vs Last Year |
|-----|--------------|
| 308 | ▶ (40.7%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|--------------|--------------|---------------|---------------|
| Jan to Mar | 1,118 | 985 | ▶ 133 | 13.5% |
| Apr to Jun | 716 | 946 | ▶ (230) | (24.3%) |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 1,834 | 1,931 | ▶ (97) | (5.0%) |

Average Spend Trends - Last 3 Years



| May | vs Last Year |
|-----|--------------|
| 269 | ▶ 50.6% |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|------------|------------|-------------|-------------|
| Jan to Mar | 633 | 734 | ▶ (101) | (13.7%) |
| Apr to Jun | 505 | 377 | ▶ 129 | 34.1% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 224 | 213 | ▶ 11 | 5.2% |

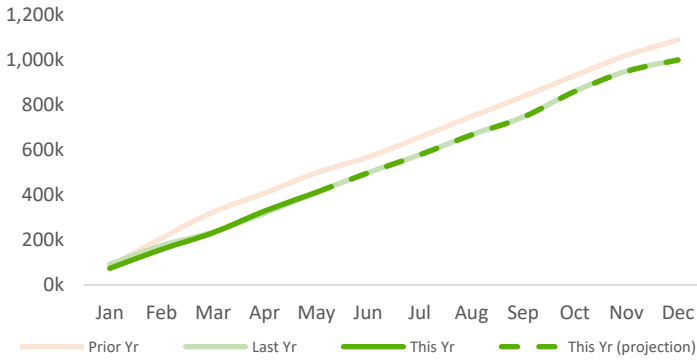
Impact of Transactions & Average Spend Movements

| | Trans Impact | Spend Impact | Variance £ | Variance % |
|--------------|--------------|--------------|---------------|---------------|
| Jan to Mar | 84.2k | (99.2k) | ▶ (15.1k) | (1.0%) |
| Apr to Jun | (116.2k) | 121.6k | ▶ 5.4k | 1.1% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | (22k) | 21k | ▶ (0k) | (0.1%) |

Total transactions recorded within the accounts for the current financial year is 1.8k, which is (5.0%) below the previous financial year and generated (£21.8k) less revenue. Average spend was £224, this was 5.2% above last year and drove £21.3k more revenue.

Total invoices raised in May of 98 was (30) lower than the same month last year. Total invoices raised so far this financial year of 500 is (44) below the level achieved last year and (79) below the level in the previous year. If we were to project the current financial year to date performance against last year forward, invoices raised in the year would be 1,134, (100) or (8.1%) lower than the invoices raised last year.

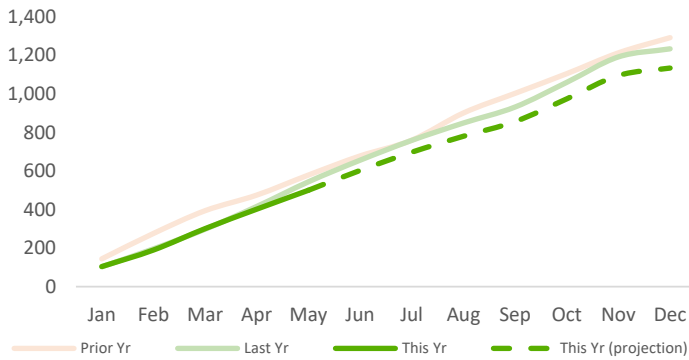
Revenue Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 82.8k | ▶ (10.6%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|---------------|---------------|------------|------------|
| Jan to Mar | 232.3k | 234.7k | ▶ (2.5k) | (1.0%) |
| Apr to Jun | 179.3k | 177.3k | ▶ 2.0k | 1.1% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 411.5k | 412.0k | ▶ (0.5k) | (0.1%) |

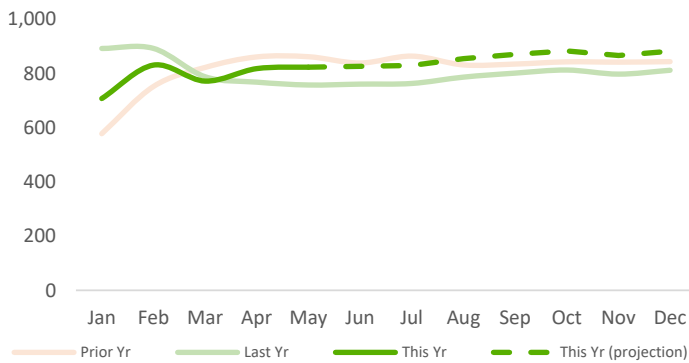
Invoice Trends - Last 3 Years



| May | vs Last Year |
|-----|--------------|
| 98 | ▶ (23.4%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|------------|------------|------------|------------|
| Jan to Mar | 301 | 298 | ▶ 3 | 1.0% |
| Apr to Jun | 199 | 246 | ▶ (47) | (19.1%) |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 500 | 544 | ▶ (44) | (8.1%) |

Average Invoice Value Trends - Last 3 Years



| May | vs Last Year |
|-----|--------------|
| 844 | ▶ 16.8% |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|------------|------------|------------|------------|
| Jan to Mar | 772 | 788 | ▶ (16) | (2.0%) |
| Apr to Jun | 901 | 721 | ▶ 180 | 25.0% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 823 | 757 | ▶ 66 | 8.7% |

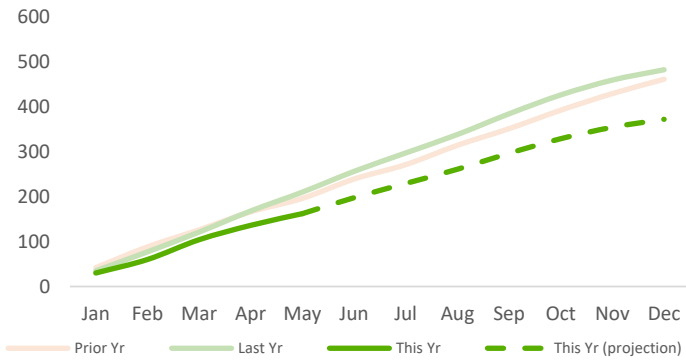
Total invoices raised within the accounts for the current financial year is 500, which is (8.1%) below the previous financial year and generated (£31.5k) less revenue. Average invoice value was £823, this was 8.7% more last year and drove £31.0k more revenue.

Impact of Transactions & Average Spend Movements

| | Volume Impact | Value Impact | Variance £ | Variance % |
|--------------|---------------|--------------|------------|------------|
| Jan to Mar | 2.4k | (4.8k) | ▶ (2.5k) | (1.0%) |
| Apr to Jun | (33.9k) | 35.9k | ▶ 2.0k | 1.1% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | (32k) | 31k | ▶ (0k) | (0.1%) |

In May, 26 customers made a purchase, this is (16) fewer than during the same month last year. Total customer purchases so far this financial year of 162 is (48) below last year's level and (34) below the level in the previous year. If we were to project the current financial year to date performance against last year forward, customer purchases in the year would be 372, (110) or (22.9%) lower than the customer purchases last year.

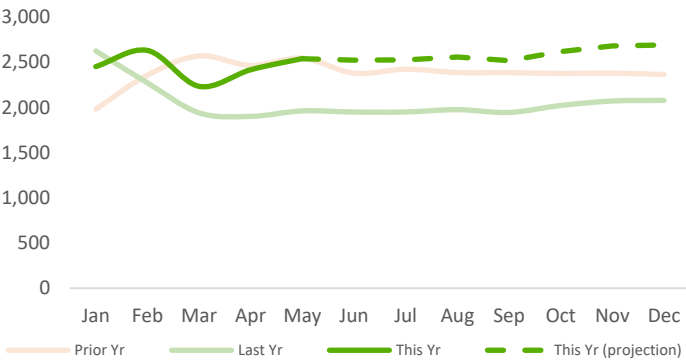
Customer Purchase Trends - Last 3 Years



| May | vs Last Year |
|-----|--------------|
| 26 | ▶ (38.1%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|------------|------------|---------------|----------------|
| Jan to Mar | 104 | 121 | ▶ (17) | (14.0%) |
| Apr to Jun | 58 | 89 | ▶ (31) | (34.8%) |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 162 | 210 | ▶ (48) | (22.9%) |

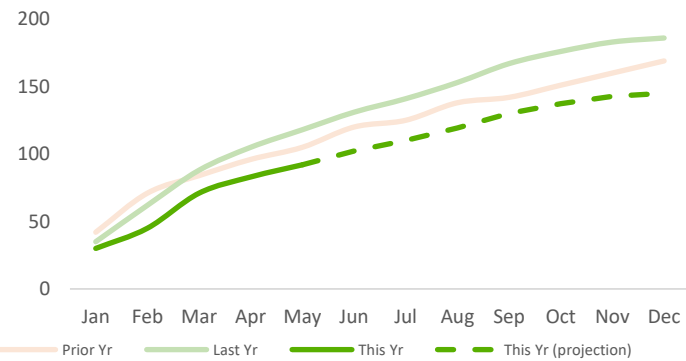
Average Customer Purchase Value Trends - Last 3 Years



| May | vs Last Year |
|--------|--------------|
| £3,183 | ▶ 44.4% |

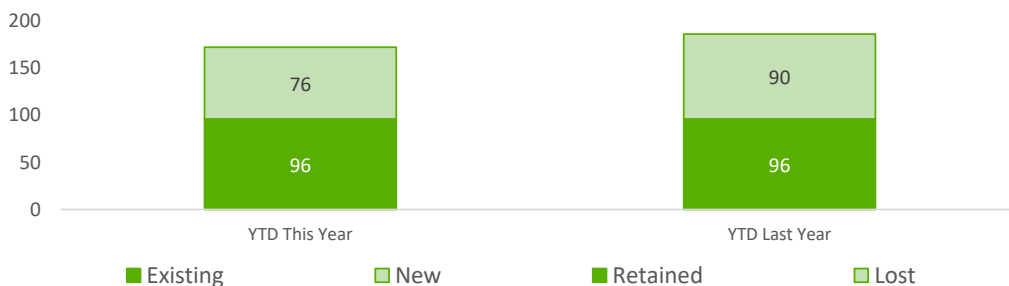
| | This Year | Last Year | Variance £ | Variance % |
|--------------|--------------|--------------|--------------|--------------|
| Jan to Mar | 2,234 | 1,940 | ▶ 293 | 15.1% |
| Apr to Jun | 3,091 | 1,992 | ▶ 1,099 | 55.2% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 2,540 | 1,962 | ▶ 578 | 29.5% |

Unique Customer Purchase Trends - Last 3 Years

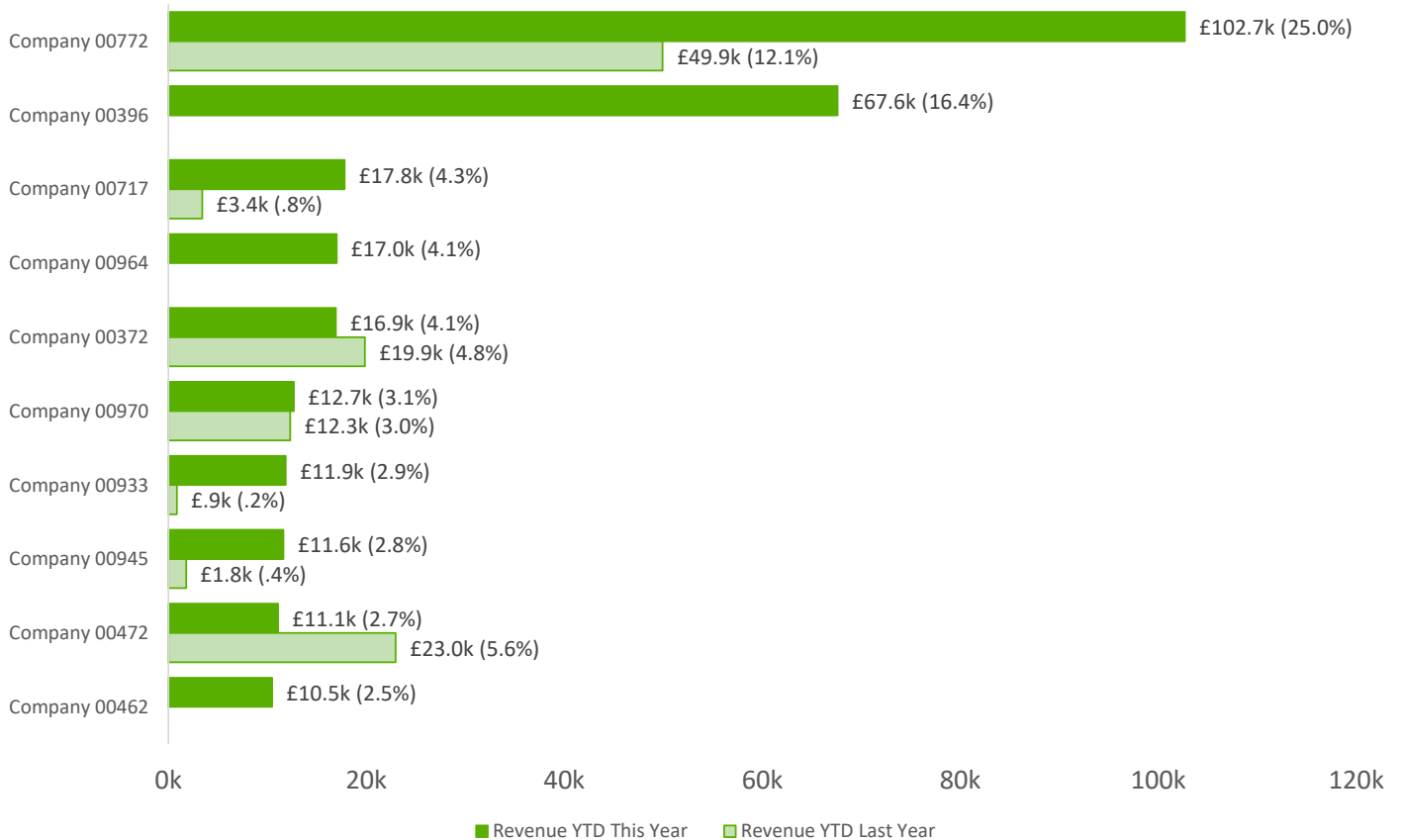
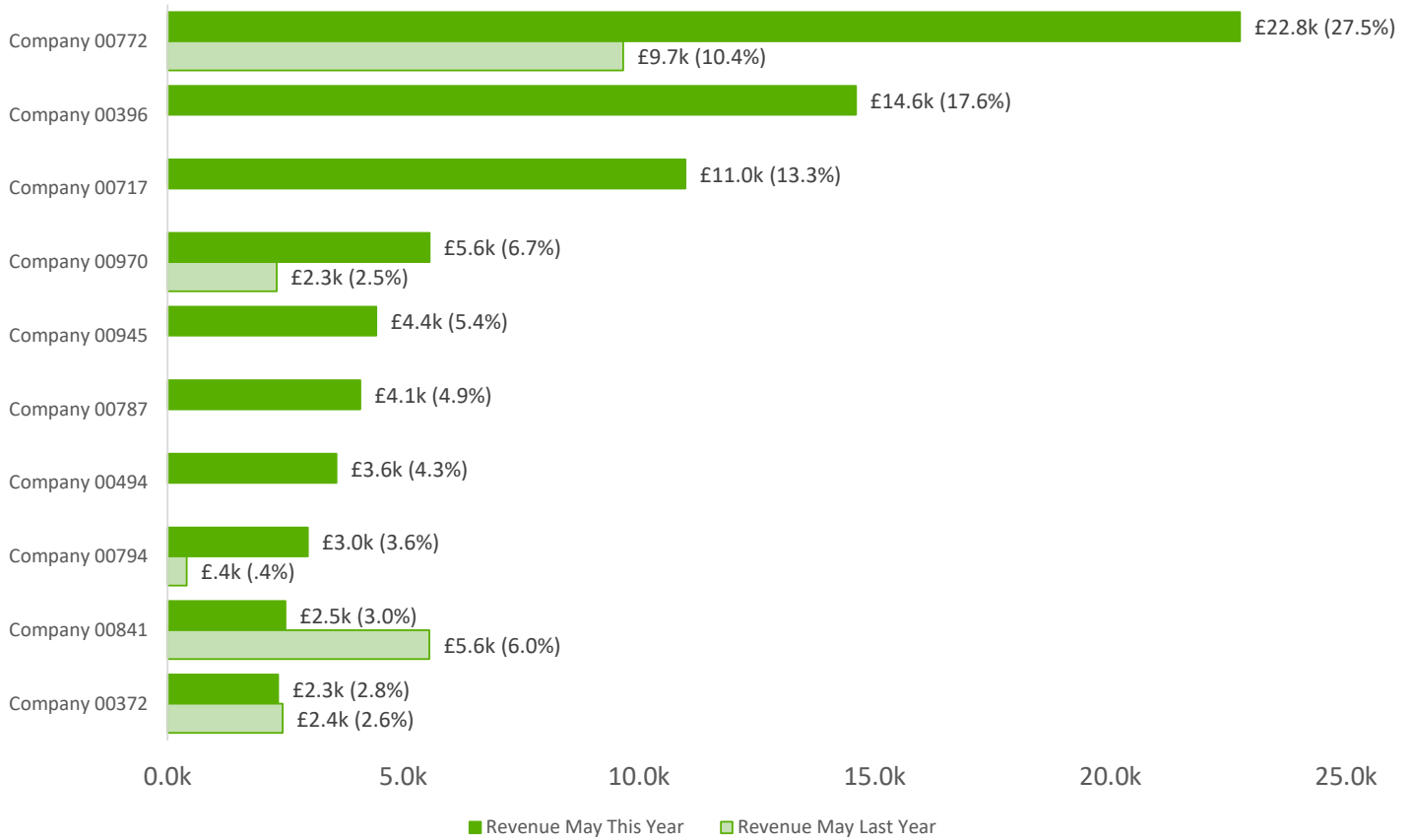


| May | vs Last Year |
|-----|--------------|
| 9 | ▶ (30.8%) |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|-----------|------------|---------------|----------------|
| Jan to Mar | 71 | 88 | ▶ (17) | (19.3%) |
| Apr to Jun | 21 | 30 | ▶ (9) | (30.0%) |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 92 | 118 | ▶ (26) | (22.0%) |

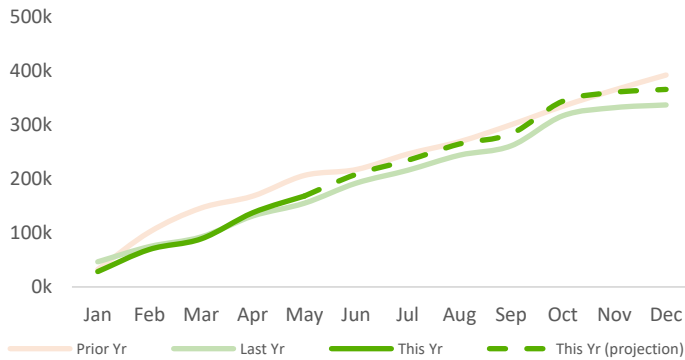


The top 10 customers in May accounted for 89.2% of total revenue, the largest proportion of which came from Company 00772 (£22.8k or 27.5% of total revenue). 6 of your top 10 customers in May also appear in your top 10 customers year to date. Year to date your top 10 customers accounted for 68.0% of total revenue, again the largest proportion of which came from Company 00772 (£102.7k or 25.0% of total revenue).



Gross margin in May of £30.9k was £7.3k higher than the same month last year. So far this financial year, gross margin achieved of £168.4k is £13.2k above the level achieved last year and (£38.3k) below the level in the previous year. If we were to project the current financial year to date performance against last year forward, gross margin for the full year would be £366.0k, £28.7k or 8.5% higher than the gross margin achieved last year.

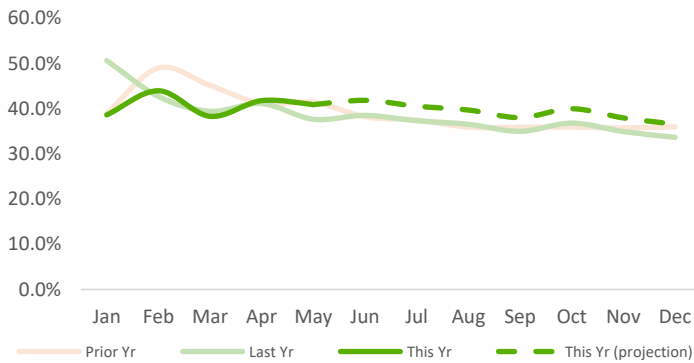
Gross Margin Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 30.9k | ▶ 30.6% |

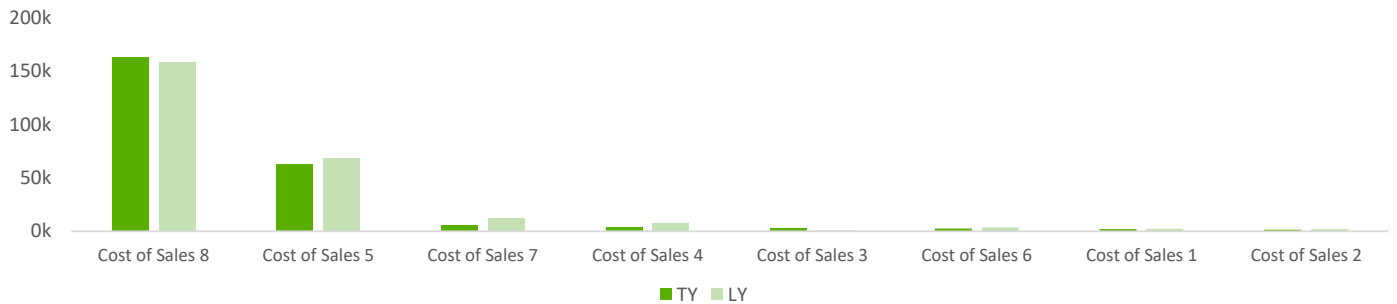
| | This Year | Last Year | Variance £ | Variance % |
|--------------|-------------|-------------|--------------|-------------|
| Jan to Mar | 89,008 | 92,558 | ▶ (3.5k) | (3.8%) |
| Apr to Jun | 79,381 | 62,608 | ▶ 16.8k | 26.8% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 168k | 155k | ▶ 13k | 8.5% |

Gross Margin % Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 37.4% | ▶ 11.8% |

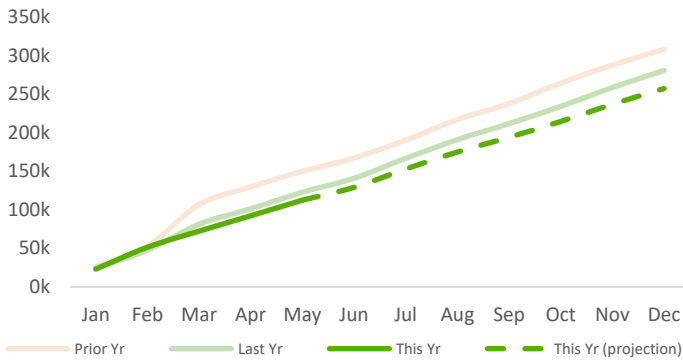
| | This Year | Last Year | Variance % |
|--------------|--------------|--------------|-------------|
| Jan to Mar | 38.3% | 39.4% | (1.1%) |
| Apr to Jun | 44.3% | 35.3% | 9.0% |
| Jul to Sep | | | |
| Oct to Dec | | | |
| Total | 40.9% | 37.7% | 3.3% |



| Top 10 Cost of Sales Lines (ranked by spend Last 12 months) | TY | % Rev | LY | % Rev | Var £ | Var % Rev |
|---|---------------|--------------|---------------|--------------|----------------|---------------|
| Cost of Sales 8 | 163.1k | 39.6% | 158.0k | 38.3% | (5.1k) ▶ | 1.3% |
| Cost of Sales 5 | 62.5k | 15.2% | 68.2k | 16.5% | 5.7k ▶ | (1.4%) |
| Cost of Sales 7 | 5.3k | 1.3% | 12.5k | 3.0% | 7.2k ▶ | (1.7%) |
| Cost of Sales 4 | 3.4k | 0.8% | 8.0k | 1.9% | 4.6k ▶ | (1.1%) |
| Cost of Sales 3 | 2.7k | 0.7% | 1.4k | 0.3% | (1.4k) ▶ | 0.3% |
| Cost of Sales 6 | 2.6k | 0.6% | 3.7k | 0.9% | 1.1k ▶ | (0.3%) |
| Cost of Sales 1 | 2.0k | 0.5% | 2.4k | 0.6% | 0.4k ▶ | (0.1%) |
| Cost of Sales 2 | 1.4k | 0.3% | 1.9k | 0.5% | 0.5k ▶ | (0.1%) |
| Others | 0.0k | 0.0% | 0.8k | 0.2% | 0.8k ▶ | (0.2%) |
| Total | 243.2k | 59.1% | 256.8k | 62.3% | 13.7k ▶ | (3.3%) |

Overheads in May of £20.3k were (£1.2k) lower than the same month last year. So far this financial year, overhead expenditure of £112.5k is (£10.3k) below last year's expenditure and (£37.4k) below expenditure in the previous year. If we were to project the current financial year to date performance against last year forward, overheads for the full year would be £257.3k, (£23.5k) or (8.4%) lower than last year's expenditure.

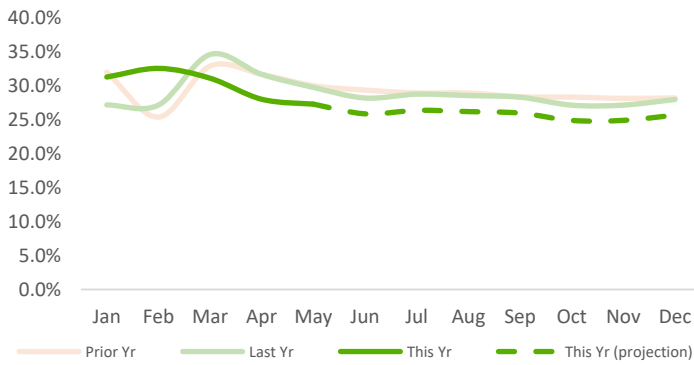
Overheads Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 20.3k | ▶ (5.5%) |

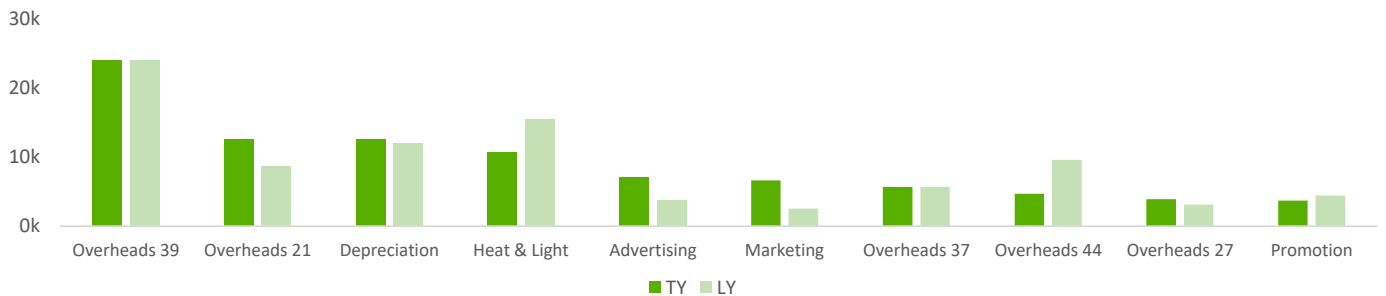
| | This Year | Last Year | Variance £ | Variance % |
|--------------|-------------|-------------|----------------|---------------|
| Jan to Mar | 72,396 | 81,391 | ▶ (9.0k) | (11.1%) |
| Apr to Jun | 40,151 | 41,445 | ▶ (1.3k) | (3.1%) |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 113k | 123k | ▶ (10k) | (8.4%) |

Overheads % Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 24.5% | ▶ 1.3% |

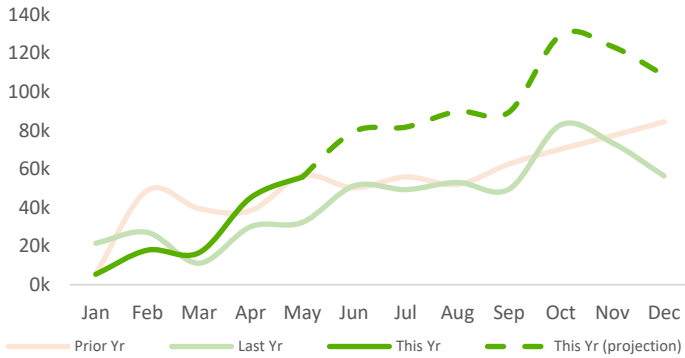
| | This Year | Last Year | Variance % |
|--------------|--------------|--------------|-----------------|
| Jan to Mar | 31.2% | 34.7% | ▶ (3.5%) |
| Apr to Jun | 22.4% | 23.4% | ▶ (1.0%) |
| Jul to Sep | | | |
| Oct to Dec | | | |
| Total | 27.3% | 29.8% | ▶ (2.5%) |



| Top 10 Cost of Sales Lines (ranked by spend Last 12 months) | TY | % Rev | LY | % Rev | Var £ | Var % Rev |
|---|-------------|--------------|-------------|--------------|--------------|---------------|
| Overheads 39 | 24.1k | 5.9% | 24.1k | 5.8% | 0.0k ▶ | 0.0% |
| Overheads 21 | 12.6k | 3.1% | 8.7k | 2.1% | (3.9k) ▶ | 1.0% |
| Depreciation | 12.6k | 3.1% | 11.9k | 2.9% | (0.6k) ▶ | 0.2% |
| Heat & Light | 10.7k | 2.6% | 15.5k | 3.8% | 4.8k ▶ | (1.2%) |
| Advertising | 7.1k | 1.7% | 3.7k | 0.9% | (3.4k) ▶ | 0.8% |
| Marketing | 6.6k | 1.6% | 2.5k | 0.6% | (4.1k) ▶ | 1.0% |
| Overheads 37 | 5.7k | 1.4% | 5.7k | 1.4% | (0.0k) ▶ | 0.0% |
| Overheads 44 | 4.7k | 1.1% | 9.6k | 2.3% | 4.9k ▶ | (1.2%) |
| Overheads 27 | 3.9k | 1.0% | 3.1k | 0.8% | (0.8k) ▶ | 0.2% |
| Promotion | 3.7k | 0.9% | 4.5k | 1.1% | 0.8k ▶ | (0.2%) |
| Others | 20.9k | 5.1% | 33.5k | 8.1% | 12.7k ▶ | (3.1%) |
| Total | 113k | 27.3% | 123k | 29.8% | 10k ▶ | (2.5%) |

Net Profit in May of £10.7k was £8.4k higher than the same month last year. So far this financial year, net profit of £55.8k is £23.5k above the level achieved last year and (£.8k) below net profit in the previous year. If we were to consolidate the above projections, net profit for the full year would be £108.7k, £52.3k or 92.7% higher than last year's net profit.

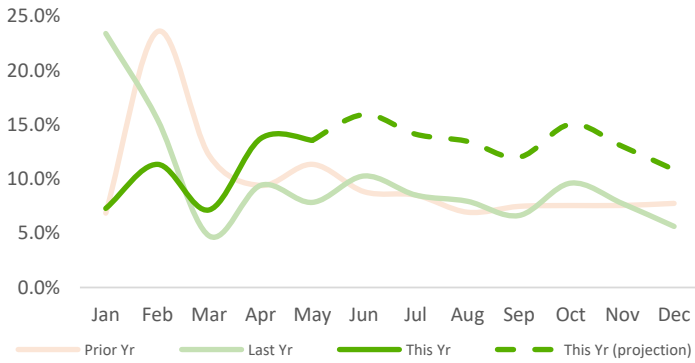
Net Profit Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 10.7k | ▶ 376.8% |

| | This Year | Last Year | Variance £ | Variance % |
|--------------|------------|------------|--------------|--------------|
| Jan to Mar | 16,612 | 11,167 | ▶ 5.4k | 48.8% |
| Apr to Jun | 39,230 | 21,163 | ▶ 18.1k | 85.4% |
| Jul to Sep | | | | |
| Oct to Dec | | | | |
| Total | 56k | 32k | ▶ 24k | 72.7% |

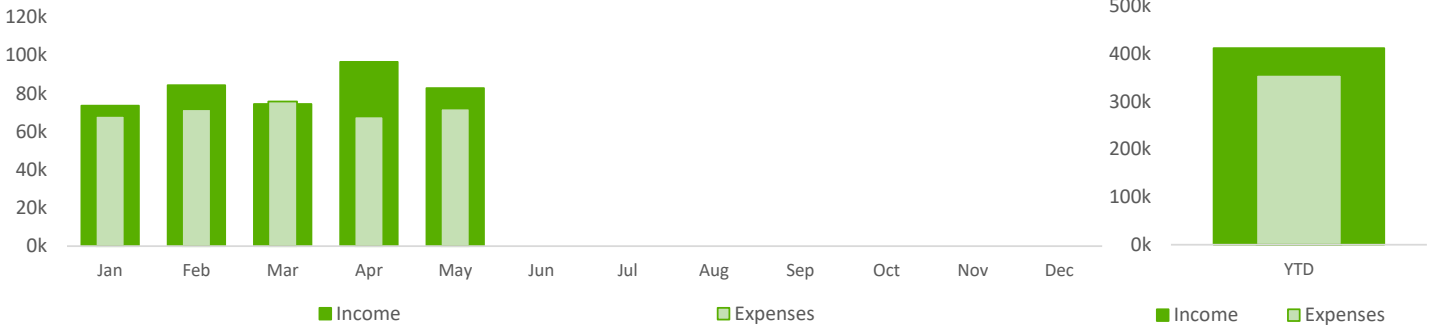
Net Profit % Trends - Last 3 Years



| May | vs Last Year |
|-------|--------------|
| 12.9% | ▶ 10.5% |

| | This Year | Last Year | Variance % |
|--------------|--------------|-------------|---------------|
| Jan to Mar | 7.2% | 4.8% | ▶ 2.4% |
| Apr to Jun | 21.9% | 11.9% | ▶ 9.9% |
| Jul to Sep | | | |
| Oct to Dec | | | |
| Total | 13.6% | 7.8% | ▶ 5.7% |

Income Compared to Expenses



| | | Margin % variance (break-even margin % = 17.7%) | | | | |
|--|------|--|-------|-------|-------|--------|
| | | 17.7% | 42.6% | 67.5% | 92.5% | 117.4% |
| Sales variance (break-even sales = £149k) | 149k | (74k) | (37k) | 0k | 37k | 74k |
| | 360k | (37k) | 52k | 142k | 232k | 322k |
| | 570k | 0k | 142k | 284k | 427k | 569k |
| | 781k | 37k | 232k | 427k | 621k | 816k |
| | 992k | 74k | 322k | 569k | 816k | 1,063k |

So far this financial year, profit has increased compared to the previous year by £23.5k. An adverse sales variance decreased profit by (£.2k), margin % increased by +3.3% points which in turn increased profit by £13.4k, overheads have reduced compared to last year which has increased profit by £10.3k.

Break-even revenue at the existing margin % of 40.9% is £275.1k (£55.0k per month) with break-even margin % at the current revenue of 27.3%

| | This Year May | Last Year May | Var £ | Var % | This Year YTD | Last Year YTD | Var £ | Var % |
|-----------------------|------------------|------------------|----------------|----------------|------------------|------------------|----------------|---------------|
| Revenue | | | | | | | | |
| Sales 4 | 61.2k | 69.6k | (8.4k) | (12.1%) | 286.0k | 273.8k | 12.2k | 4.5% |
| Sales 8 | 13.1k | 12.8k | 0.3k | 2.0% | 80.8k | 81.9k | (1.1k) | (1.3%) |
| Sales 9 | 2.4k | (0.4k) | 2.8k | (714.3%) | 15.0k | 11.2k | 3.8k | 34.2% |
| Sales 6 | 2.4k | 3.1k | (0.7k) | (24.0%) | 11.3k | 13.7k | (2.4k) | (17.8%) |
| Sales 5 | 2.2k | 6.2k | (4.0k) | (64.0%) | 9.7k | 24.6k | (14.9k) | (60.5%) |
| Sales 10 | 0.8k | 0.2k | 0.6k | 254.1% | 4.1k | 0.7k | 3.3k | 448.6% |
| Sales 2 | 0.5k | 0.8k | (0.3k) | (34.5%) | 2.2k | 2.5k | (0.3k) | (11.7%) |
| Sales 1 | 0.1k | 0.2k | (0.1k) | (51.4%) | 2.2k | 3.7k | (1.5k) | (40.5%) |
| Sales 7 | 0.0k | 0.0k | 0.0k | | 0.4k | 0.0k | 0.4k | |
| Sales 3 | 0.0k | 0.0k | 0.0k | | 0.0k | 0.0k | 0.0k | n/a |
| The Rest | | | | | 0.0k | 0.0k | 0.0k | 66.7% |
| Total | 82.8k | 92.6k | (9.8k) | (10.6%) | 411.5k | 412.0k | (0.5k) | (0.1%) |
| Cost of Sales | | | | | | | | |
| Cost of Sales 8 | 35.7k | 41.8k | (6.1k) | (14.6%) | 163.1k | 158.0k | 5.1k | 3.3% |
| Cost of Sales 5 | 9.1k | 19.2k | (10.1k) | (52.8%) | 62.5k | 68.2k | (5.7k) | (8.3%) |
| Cost of Sales 7 | 0.8k | 2.5k | (1.7k) | (66.7%) | 5.3k | 12.5k | (7.2k) | (57.4%) |
| Cost of Sales 4 | 1.4k | 4.3k | (2.9k) | (68.3%) | 3.4k | 8.0k | (4.6k) | (57.5%) |
| Cost of Sales 3 | 1.1k | 0.5k | 0.7k | 146.6% | 2.7k | 1.4k | 1.4k | 100.5% |
| The Rest | 3.7k | 0.6k | 3.2k | 570.5% | 6.0k | 8.8k | (2.7k) | (31.2%) |
| Total | 51.8k | 68.9k | (17.1k) | (24.8%) | 243.2k | 256.8k | (13.7k) | (5.3%) |
| Gross Margin | 30.9k | 23.7k | 7.3k | 30.6% | 168.4k | 155.2k | 13.2k | 8.5% |
| Gross Margin % | 37.4% | 25.6% | | 11.8% | 40.9% | 37.7% | | 3.3% |
| Overheads | | | | | | | | |
| Overheads 39 | 4.8k | 4.8k | 0.0k | 0.0% | 24.1k | 24.1k | 0.0k | 0.0% |
| Overheads 21 | 0.0k | 0.0k | 0.0k | | 12.6k | 8.7k | 3.9k | 45.0% |
| Depreciation | 2.6k | 2.4k | 0.1k | 5.5% | 12.6k | 11.9k | 0.6k | 5.3% |
| Heat & Light | 1.9k | 4.3k | (2.4k) | (56.0%) | 10.7k | 15.5k | (4.8k) | (30.9%) |
| Advertising | 1.0k | (0.3k) | 1.3k | (380.9%) | 7.1k | 3.7k | 3.4k | 90.3% |
| Marketing | 1.8k | 1.1k | 0.7k | 65.2% | 6.6k | 2.5k | 4.1k | 162.2% |
| Overheads 37 | 1.1k | 1.1k | 0.0k | 0.0% | 5.7k | 5.7k | 0.0k | 0.0% |
| Overheads 44 | 1.4k | 4.2k | (2.8k) | (67.7%) | 4.7k | 9.6k | (4.9k) | (51.2%) |
| Overheads 27 | 0.8k | 0.6k | 0.2k | 25.7% | 3.9k | 3.1k | 0.8k | 25.7% |
| Promotion | (0.1k) | 0.1k | (0.2k) | (145.8%) | 3.7k | 4.5k | (0.8k) | (16.9%) |
| Overheads 18 | 1.3k | 0.1k | 1.2k | n/a | 3.4k | 3.5k | (0.1k) | (2.7%) |
| Overheads 20 | 0.6k | 0.6k | 0.0k | 0.0% | 3.0k | 4.5k | (1.4k) | (32.3%) |
| Overheads 1 | 0.6k | 0.8k | (0.3k) | (33.2%) | 2.6k | 2.8k | (0.2k) | (6.6%) |
| Overheads 24 | 0.2k | 0.0k | 0.2k | n/a | 1.3k | 0.8k | 0.5k | 58.9% |
| Overheads 17 | 0.1k | 0.0k | 0.1k | | 0.9k | 0.0k | 0.8k | n/a |
| Overheads 5 | 0.4k | 0.0k | 0.4k | | 2.0k | 1.1k | 0.9k | 85.3% |
| Overheads 36 | 0.3k | 0.3k | 0.0k | 15.9% | 1.4k | 1.2k | 0.2k | 14.2% |
| Overheads 40 | 0.3k | 0.3k | 0.0k | 4.1% | 1.5k | 1.6k | (0.1k) | (5.0%) |
| Overheads 33 | 0.1k | 0.1k | 0.0k | 57.3% | 1.1k | 0.6k | 0.5k | 91.2% |
| Overheads 42 | 0.3k | 0.2k | 0.1k | 48.1% | 1.0k | 0.6k | 0.4k | 55.7% |
| Overheads 46 | 0.0k | 0.1k | (0.1k) | (100.0%) | 0.3k | 0.2k | 0.0k | 11.1% |
| Overheads 4 | 0.1k | (0.0k) | 0.1k | n/a | 0.1k | 0.9k | (0.7k) | (84.6%) |
| Overheads 28 | 0.4k | 0.4k | 0.0k | 8.9% | 0.8k | 0.5k | 0.3k | 67.1% |
| Overheads 7 | 0.1k | 0.0k | 0.1k | 130.6% | 0.3k | 0.4k | (0.0k) | (8.1%) |
| Overheads 23 | 0.1k | 0.1k | 0.0k | 22.5% | 0.4k | 0.1k | 0.4k | 404.0% |
| The Rest | 0.2k | 0.2k | 0.0k | 28.8% | 0.8k | 14.9k | (14.1k) | (94.8%) |
| Total | 20.3k | 21.5k | (1.2k) | (5.5%) | 112.5k | 122.8k | (10.3k) | (8.4%) |
| Net Profit | 10.7k | 2.2k | 8.4k | 376.8% | 55.8k | 32.3k | 23.5k | 72.7% |
| Net Profit % | 12.9% | 2.4% | | 10.5% | 13.6% | 7.8% | | 5.7% |

The company's Net Worth has decreased since this month last year by (£11k), (from £44k to £33k). This has been driven by a (£22k) reduction in Fixed Assets, a £21k increase in Current Assets, a £39k increase in Current Liabilities and a (£30k) reduction in Long Term Liabilities. The Current Ratio (the number of times current assets covers short term obligations) has reduced 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 .00 to (.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.

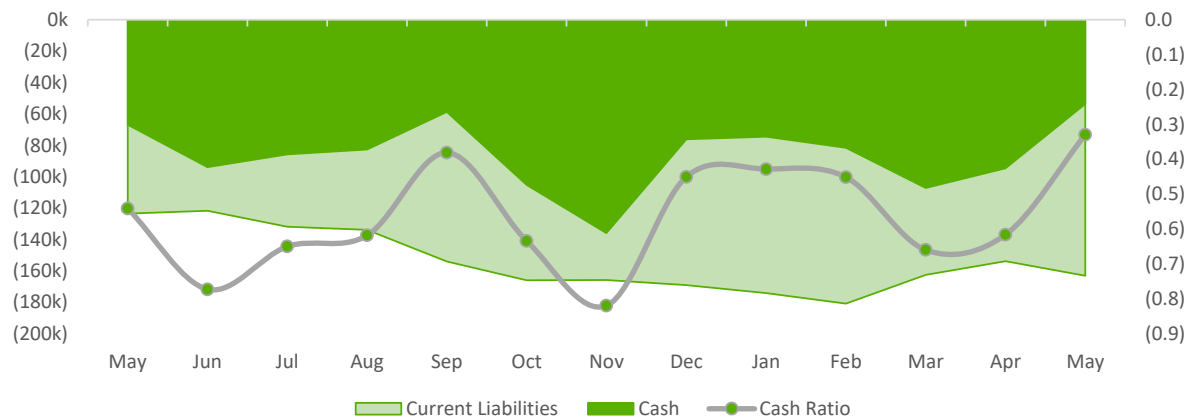
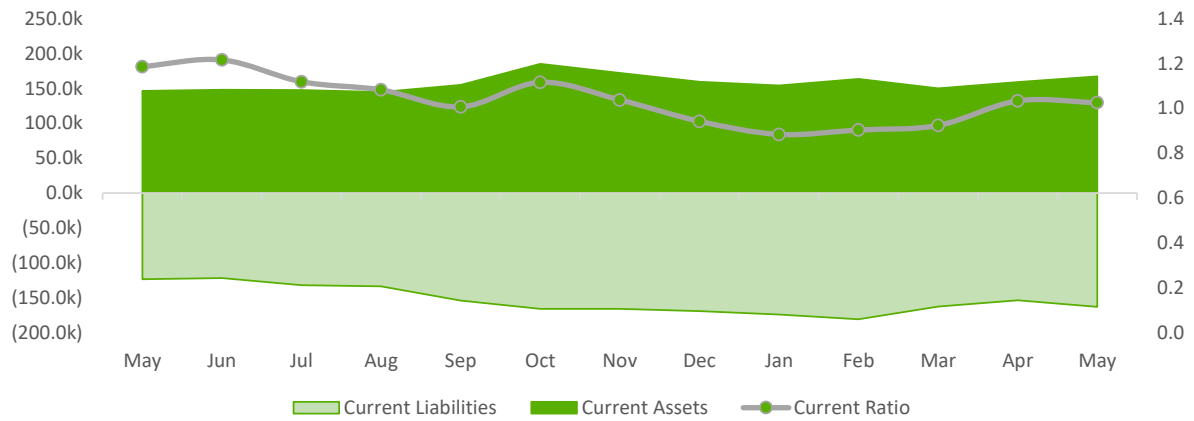
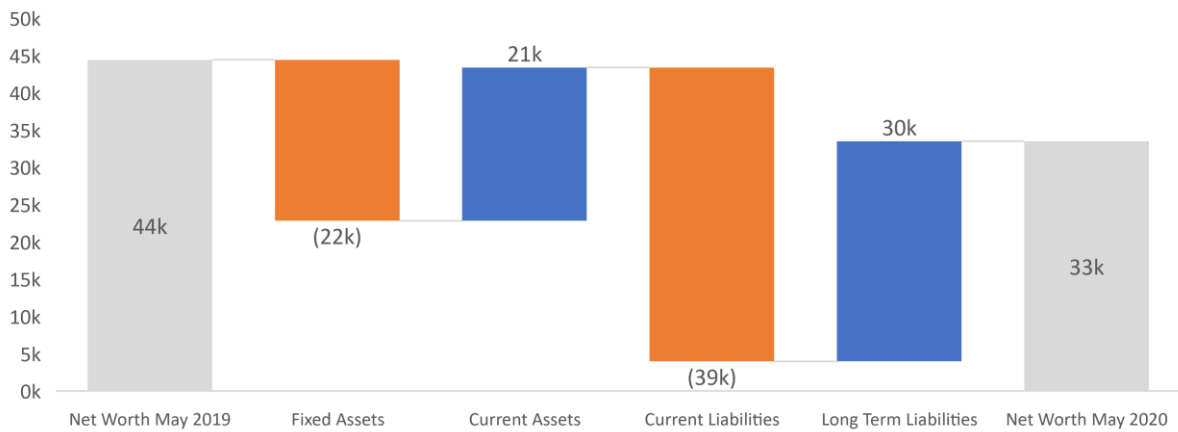
| Net Worth | |
|-----------|---|
| £33k | ✗ |

| Current Ratio | |
|---------------|---|
| 1.0 | ✗ |

| Cash Ratio | |
|------------|---|
| (0.3) | ✓ |

| Total Debt to Equity | |
|----------------------|---|
| 6.2 | ✗ |

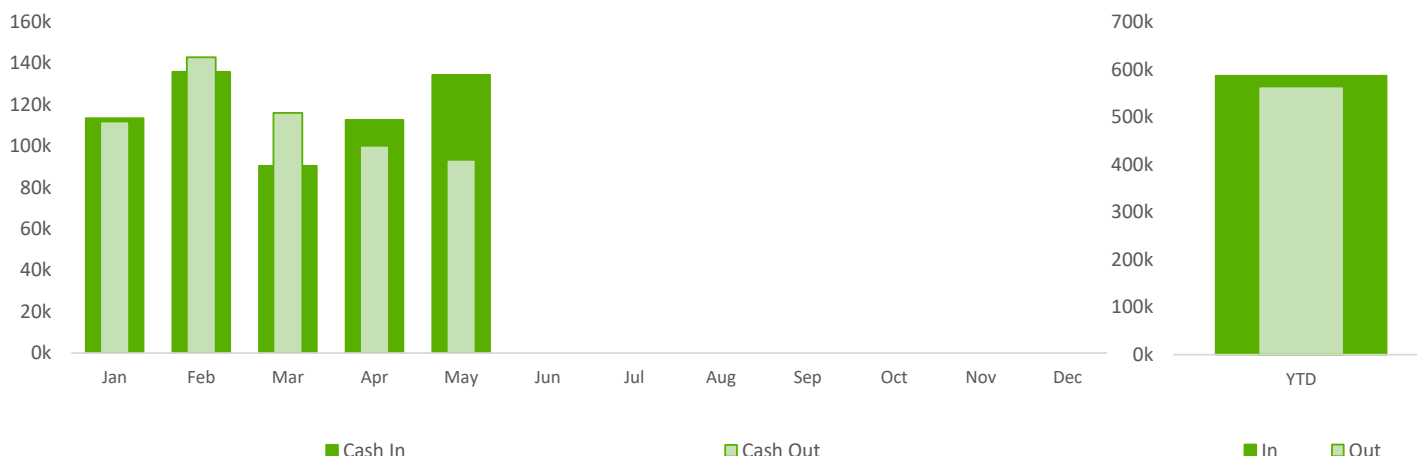
indicators display the movement compared to this time last year



Net cash & cash equivalents for May was £41,027, with £134,416 coming in and £93,389 being paid out. Since the start of the financial year £586,880 has been received and £564,435 paid out, a net increase of £22,444.

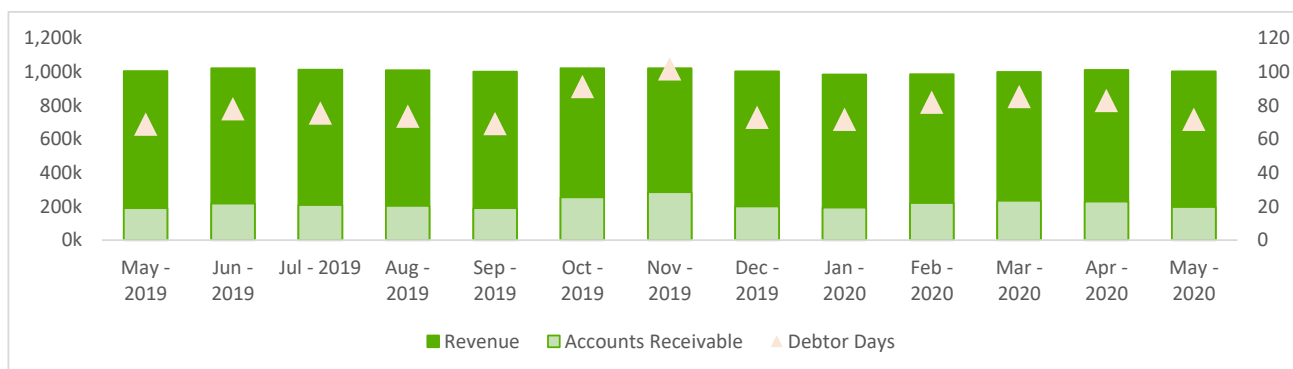
Over the past 3 months the average amount of cash received has exceeded the average amount of cash paid out by £9,311 per month. Over the past 6 months the average amount of cash received has exceeded the average amount of cash paid out by £3,741 per month.

On average this financial year, cash received has exceeded cash paid by £4,489 in each month with average receipts of £117,376 and average payments of £112,887.

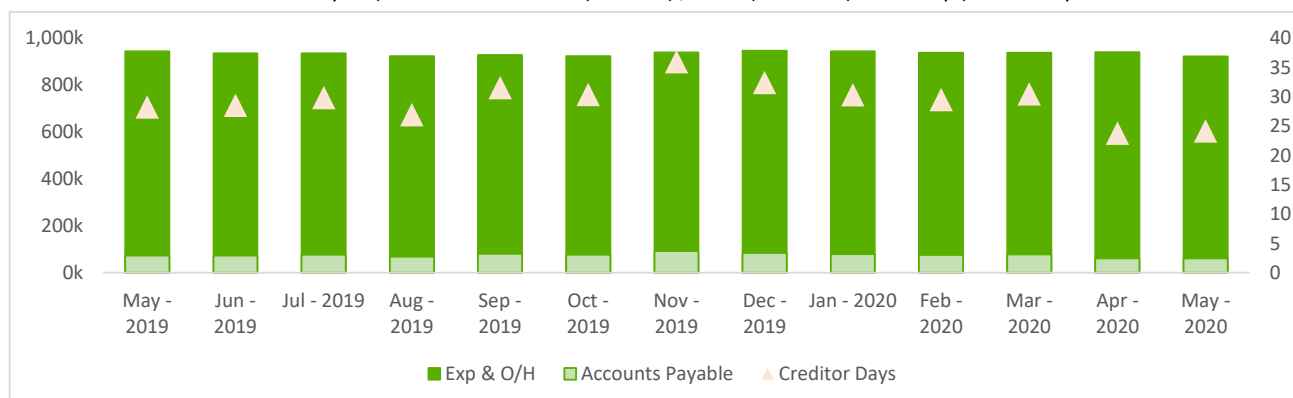


Accounts receivable currently sits at 196,930 which is an increase on the same time last year (189,427). The average number of days it takes to receive payment has increased from 68.9 to 71.8. The increase in debtor days compared to this time last year has led to (£7,836) less cash in your bank.

Accounts payable currently sits at 60,859 which is a decrease on the same time last year (72,892). The average number of days it takes to pay suppliers has decreased from 28.2 to 24.1. The decrease in creditor days compared to this time last year has led to £10,372 less cash in your bank.



Debtor Days = (Accounts Receivable (£196.9k) / Sales (£1001.2k) x 365 Days) = 71.8 days



Creditor Days = (Accounts Payable (£61k) / (Cost of Sales (£650.8k) plus Expenses (£270.5k)) x 365 Days) = 24.1 days

| Fixed Assets | TY | LY |
|------------------------------|--------------|--------------|
| Tangible Assets | 288,214 | 279,850 |
| Depreciation | (222,238) | (192,282) |
| Goodwill / Intangible Assets | 9,064 | 9,064 |
| Total Fixed Assets | 75.0k | 96.6k |

| Long Term Liabilities | TY | LY |
|------------------------------------|--------------|--------------|
| Long term liabilities 3 | 29,433 | 58,998 |
| Long term liabilities 2 | 16,227 | 16,227 |
| Total Long Term Liabilities | 45.7k | 75.2k |

| Current Assets | TY | LY |
|-----------------------------|---------------|---------------|
| Accounts Receivable | 196,930 | 189,427 |
| Stock | 23,952 | 23,793 |
| Current assets 4 | 14 | 235 |
| Bank Account | (53,746) | (66,869) |
| Total Current Assets | 167.2k | 146.6k |

| Current Liabilities | TY | LY |
|----------------------------------|---------------|---------------|
| Accounts Payable | 60,859 | 72,892 |
| Current liabilities 13 | 57,249 | 43,408 |
| VAT | 35,667 | (20,983) |
| Corporation Tax | 7,874 | 8,330 |
| Current liabilities 2 | 1,394 | 1,394 |
| Current liabilities 9 | (1) | 1 |
| The Rest | | 18,541 |
| Total Current Liabilities | 163.0k | 123.6k |

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