

Current Reporting Period

	QUARTERLY		ACHIEVED	VAR
	TARGET	ACTUAL		
<u>LAG</u>				
Total Revenue	\$1,050,000	\$1,115,000	106.2%	6.2%
Gross Margin	\$750,000	\$705,000	94.0%	(6.0%)
Total Fixed Costs	\$360,000	\$455,000	126.4%	26.4%
Operating Profit before Tax	\$120,000	\$115,000	95.8%	(4.2%)
Cashflow	\$260,000	\$270,000	103.8%	3.8%
<u>LEAD</u>				
No. of Customer Calls / Visits	42	28	66.7%	(33.3%)
Number of new Customers Acquired	6	5	83.3%	(16.7%)
Number of existing Customers Lost	6	3	50.0%	(50.0%)
Average Net Promoter Score	8.5	8.1	94.9%	(5.1%)
Number of Product Returns	17	15	88.2%	(11.8%)

Year to Date Reporting

	ANNUAL	YEAR TO DATE	ACHIEVED	DUE
	TARGET	ACTUAL		
<u>LAG - YEAR TO DATE</u>				
Total Revenue	\$4,210,000	\$2,165,000	51.4%	50.0%
Gross Margin	\$3,000,000	\$1,435,000	47.8%	50.0%
Total Fixed Costs	\$1,442,000	\$811,000	56.2%	50.0%
Operating Profit before Tax	\$480,021	\$235,000	49.0%	50.0%
Cashflow	\$320,005	\$205,000	64.1%	50.0%
<u>LEAD - YEAR TO DATE</u>				
No. of Customer Calls / Visits	159	68	42.8%	50.0%
Number of new Customers Acquired	24	9	37.5%	50.0%
Number of existing Customers Lost	24	12	50.0%	50.0%
Average Net Promoter Score	8.5	8.1	95.5%	50.0%
Number of Product Returns	64	29	45.3%	50.0%