



# Creative Design

**SAMPLE REPORT - February 2025**

Prepared 11 March 2025

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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 remain competitive in your market.

### 3. Revenue

The Revenue for Feb 2025 was \$101,827, compared to \$94,989 last month. This represents an increase of \$6,838, or 7.2%.

### 4. Gross Profit

The Gross Profit for Feb 2025 was \$77,967, compared to \$68,691 last month. This represents an increase of \$9,276, or 13.5%.

### 5. Profit

The Net Profit for the quarter ending Mar 2025 was \$25,976, compared to \$23,087 last quarter. This represents an increase of \$2,889, or 12.51%.

### 6. Bank

The Bank balance for Feb 2025 was \$795,538, compared to \$770,736 last quarter. This represents an increase of \$24,802, or 3.22%. Well done on maintaining a solid cash position. The current cash position is enough to cover direct and overhead expenses until demand picks up again.

## Observations

### 1. Market Conditions

The market remains 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 which contracts to assign to staff.

### 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. Spotlight Sustain

Review your ESG strategy and metrics.

### 4. People

New sales manager expected to fill current gap in team. Expected efficiencies minimise the need for any new staff.

### 5. Strategic

Franchise discussions are underway. To maximize franchise sale price, it's recommended that new processes are cemented and efficiency measured before launching franchisee opportunity.

### 6. Systems

Training and engagement is vital to maximizing 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: Mar 25

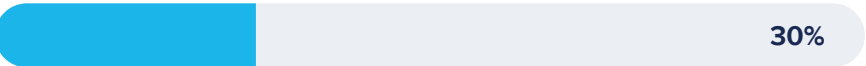


- Confirm Success Measures 2 months from now
- What is the Revenue target/service mix
- Are fees currently being separated from different streams?

## Sales

Assignee: Chris

Due: Dec 25



- Identify the first clients to target & criteria
- Contact clients for meetings

## Marketing

Assignee: Stewart

Due: Apr 25



- Review and select marketing agency
- Hire in-house designer
- Marketing campaign for Q3 2025

## Finance

Assignee: Louis

Due: Nov 25

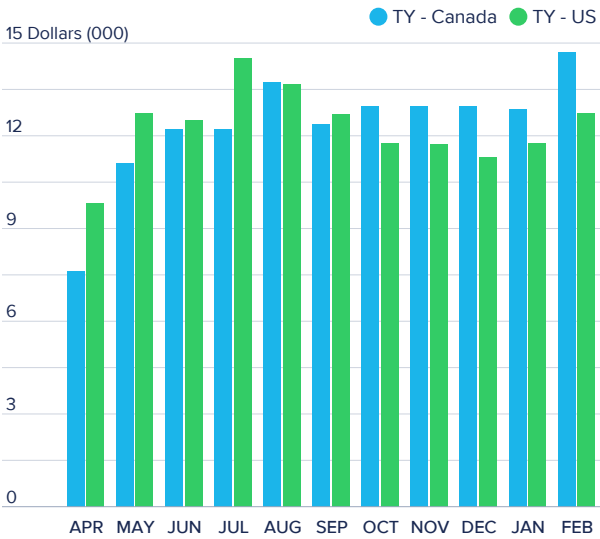


- Creditor reduction proposal
- Finalize new entertainment and expenditure policies
- Meet with tax office case manager

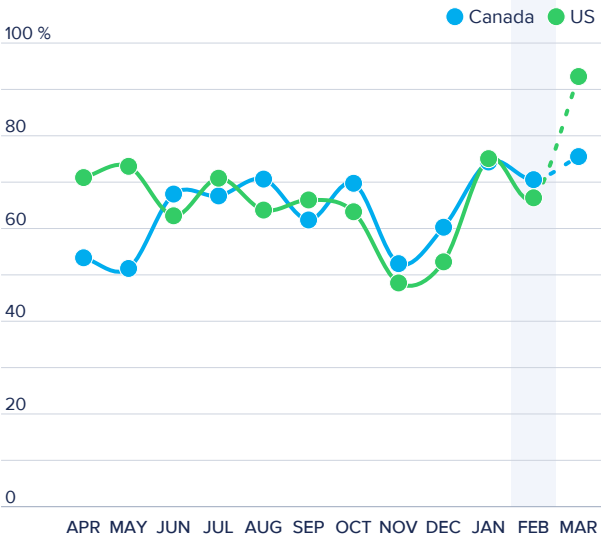
	YTD		Actual vs Orig Budget			Actual vs Last Year			Forward Projection Full Year		
	Actual	% of Rev	Budget	% Rev	Variance %	Last Year	% Rev	Variance %	YTD	Budget	Total 24/25
Revenue											
Product Revenue	100,835	8.9%	165,000	12.6%	-38.9%	129,065	11.1%	-21.9%	100,835	15,000	115,835
Project Revenue	996,322	87.6%	1,091,383	83.4%	-8.7%	991,379	85.2%	0.5%	996,322	131,391	1,127,713
Support Revenue	40,790	3.6%	52,506	4.0%	-22.3%	42,644	3.7%	-4.3%	40,790	6,322	47,112
Total Revenue	1,137,947	100.0%	1,308,889	100.0%	-13.1%	1,163,088	100.0%	-2.2%	1,137,947	152,713	1,290,660
Cost of Sales	382,611	33.6%	579,818	44.3%	-34.0%	409,469	35.2%	-6.6%	382,611	69,803	452,414
Gross Profit	755,336	66.4%	729,071	55.7%	3.6%	753,619	64.8%	0.2%	755,336	82,910	838,246
GP%	66.4%		55.7%		10.7%	64.8%		1.6%	66.4%	54.3%	64.9%
OPEX											
Financial											
Accounting Fees	5,654	0.5%	4,807	0.4%	17.6%	4,620	0.4%	22.4%	5,654	437	6,091
Bank Fees	2,080	0.2%	2,189	0.2%	-5.0%	2,101	0.2%	-1.0%	2,080	199	2,279
Interest Expense	1,165	0.1%	1,133	0.1%	2.8%	1,089	0.1%	7.0%	1,165	103	1,268
Total Financial	8,899	0.8%	8,129	0.6%	9.5%	7,810	0.7%	13.9%	8,899	739	9,638
Operations											
Freight & Courier	1,011	0.1%	0	0.0%	0.0%	0	0.0%	0.0%	1,011	0	1,011
Insurance	1,911	0.2%	0	0.0%	0.0%	0	0.0%	0.0%	1,911	0	1,911
Miscellaneous expenses	667	0.1%	0	0.0%	0.0%	0	0.0%	0.0%	667	0	667
Rent Expense	105,195	9.2%	109,428	8.4%	-3.9%	105,215	9.0%	0.0%	105,195	9,948	115,143
Repairs and Maintenance	492	0.0%	0	0.0%	0.0%	0	0.0%	0.0%	492	0	492
Total Operations	109,276	9.6%	109,428	8.4%	-0.1%	105,215	9.0%	3.9%	109,276	9,948	119,224
Entertainment	4,033	0.4%	0	0.0%	0.0%	4,422	0.4%	-8.8%	4,033	0	4,033
Staff Training	1,378	0.1%	230	0.0%	499.1%	1,188	0.1%	16.0%	1,378	0	1,378
National Travel	3,406	0.3%	2,849	0.2%	19.6%	2,739	0.2%	24.4%	3,406	259	3,665
Wages	478,051	42.0%	440,000	33.6%	8.6%	480,051	41.3%	-0.4%	478,051	40,000	518,051
Other	17,424	1.5%	11,858	0.9%	46.9%	11,407	1.0%	52.7%	17,424	1,078	18,502
Total OPEX	622,467	54.7%	572,494	43.7%	8.7%	612,832	52.7%	1.6%	622,467	52,024	674,491
NOP%	11.7%		12.0%		-0.3%	12.1%		-0.4%	11.7%	20.2%	12.7%
Net Profit	98,936	8.7%	156,577	12.0%	-36.8%	102,967	8.9%	-3.9%	98,936	30,886	129,822

	YTD		Country				
	Actual	% of Rev	Australia	Canada	NZ	UK	US
Revenue							
Product Revenue	100,835	8.9%	37,901	10,245	28,137	14,975	12,777
Project Revenue	996,322	87.6%	380,601	122,933	338,964	117,801	120,680
Support Revenue	40,790	3.6%	10,975	2,531	16,260	9,277	1,757
Total Revenue	1,137,947	100.0%	429,477	135,709	383,361	142,053	135,214
Cost of Sales	382,611	33.6%	164,440	48,547	139,607	30,760	47,202
Gross Profit	755,336	66.4%	265,037	87,162	243,754	111,293	88,012
GP%	66.4%	0.0%	61.7%	64.2%	63.6%	78.3%	65.1%
OPEX							
Financial							
Accounting Fees	5,654	0.5%	1,154	458	770	734	524
Bank Fees	2,080	0.2%	116	116	111	111	111
Interest Expense	1,165	0.1%	55	60	61	59	56
Total Financial	8,899	0.8%	1,325	634	942	904	691
Operations							
Freight & Courier	1,011	0.1%	105	88	77	74	112
Insurance	1,911	0.2%	156	156	156	156	156
Miscellaneous expenses	667	0.1%	90	73	80	53	52
Rent Expense	105,195	9.2%	40,723	7,348	21,488	8,352	8,414
Repairs and Maintenance	492	0.0%	59	59	59	59	59
Total Operations	109,276	9.6%	41,133	7,724	21,860	8,694	8,793
Entertainment	4,033	0.4%	2,163	309	298	214	112
Staff Training	1,378	0.1%	523	228	91	82	167
National Travel	3,406	0.3%	1,896	246	197	176	360
Wages	478,051	42.0%	99,743	50,160	104,628	57,769	55,771
Other	17,424	1.5%	2,172	906	2,088	1,042	1,131
Total OPEX	622,467	54.7%	148,955	60,207	130,104	68,881	67,025
NOP%	11.7%	0.0%	27.0%	19.9%	29.6%	29.9%	15.5%
Net Profit	98,936	8.7%	116,082	26,955	113,650	42,412	20,987

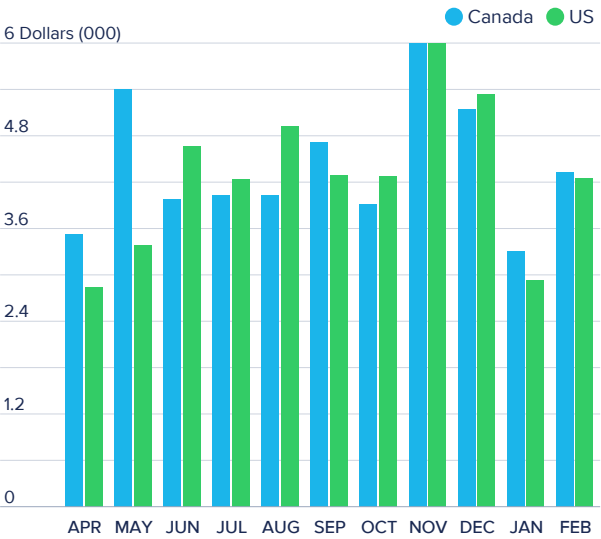
REVENUE - This Year vs. Budget



GROSS PROFIT % (EFFICIENCY)

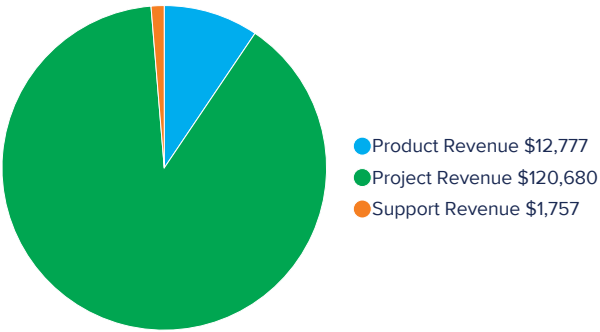


COST OF SALES - By Region



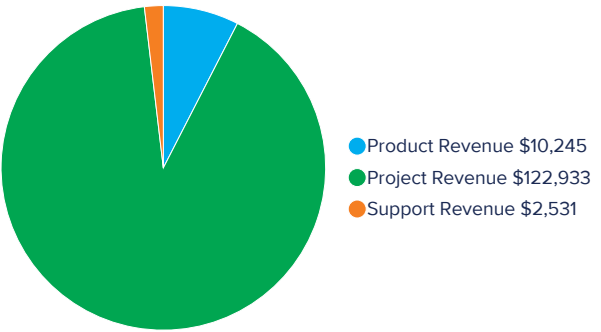
TOP REVENUE CONTRIBUTORS - US

Top Revenue Contributors - US



TOP REVENUE CONTRIBUTORS - Canada

Top Revenue Contributors - Canada



## Region Comparison

### Revenue

The revenue for Canada in Feb 2025 was \$14,700 compared to the US which had \$12,730.

### Gross Profit

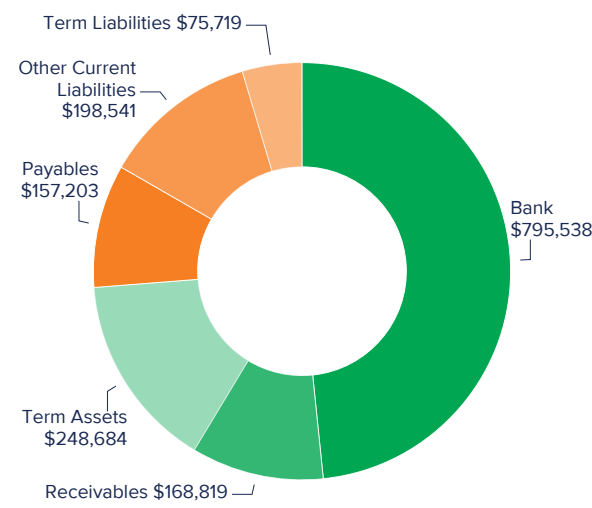
The gross profit for Canada in Feb 2025 was 70.54% compared to the US which had 66.62%.

### Cost of Sales

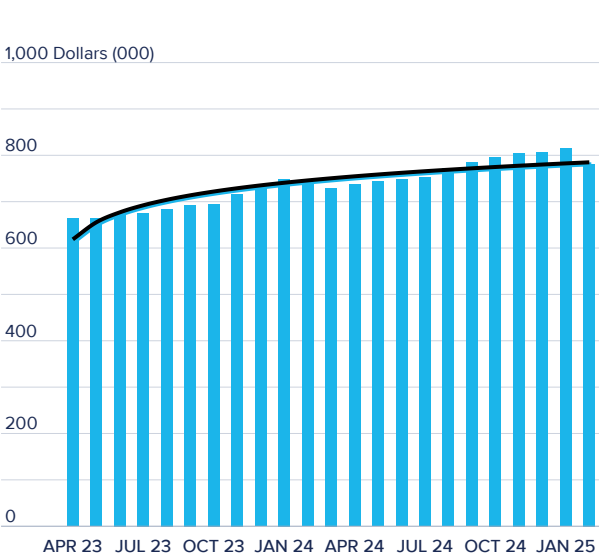
The cost of sales for Canada in Feb 2025 was \$4,330 compared to the US which had \$4,250.

	Now	Actual vs Last Year to Date			Last 3 Months			Monitors	
	As at Feb 25	Last Year	Variance	Variance %	Jan 25	Dec 24	Nov 24	CAPEX Monitor	YTD
Cash on Hand								Motor Vehicle	-99,007
Business Current Account	771,087	991,298	-220,211	-22.2%	754,919	746,285	734,090	Total CAPEX	-99,007
Business Savings Account	13,351	13,351	0	0.0%	13,351	13,351	13,351	Debt Monitor	
Paypal Account	10,000	10,000	0	0.0%	10,000	10,000	10,000	As at Feb 25	
Tax Account	1,100	1,100	0	0.0%	1,100	1,100	1,100	Taxes	193,740
Total Cash on Hand	795,538	1,015,749	-220,211	-21.7%	779,370	770,736	758,541	Accounts Payable	157,203
Receivables	168,819	173,402	-4,583	-2.6%	160,955	160,111	180,993	Term Loans	75,719
Total Current Assets	964,357	1,189,151	-224,794	-18.9%	940,325	930,847	939,534	Other	4,801
Fixed Assets	476,081	563,037	-86,956	-15.4%	476,081	476,081	476,081	Total Debt	431,463
Accumulated Depreciation	-227,397	-214,667	-12,730	-5.9%	-226,303	-225,209	-224,115		
Total Assets	1,213,041	1,537,521	-324,480	-21.1%	1,190,103	1,181,719	1,191,500		
Payables	149,922	95,536	54,386	56.9%	94,036	100,726	112,248		
Other Current Liabilities	205,822	622,924	-417,102	-67.0%	202,036	190,920	182,577		
Non-Current Liabilities	75,719	71,110	4,609	6.5%	79,096	82,470	91,641		
Total Liabilities	431,463	789,570	-358,107	-45.4%	375,168	374,116	386,466		
Net Assets	781,578	747,951	33,627	4.5%	814,935	807,603	805,034		
Equity	781,578	747,951	33,627	4.5%	814,935	807,603	805,034		

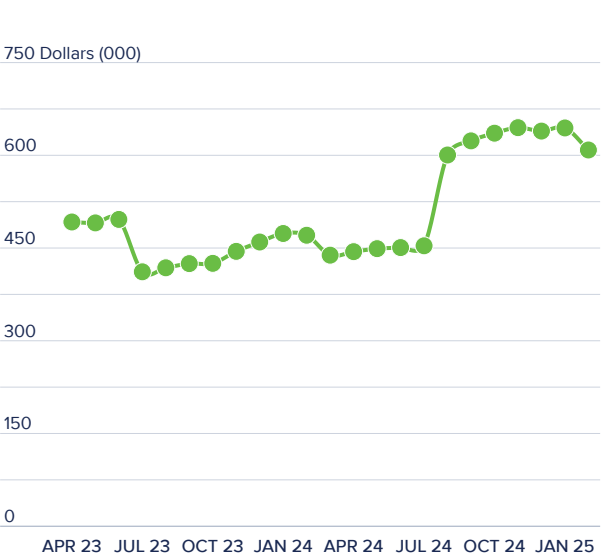
BALANCE SHEET COMPONENTS



EQUITY TREND



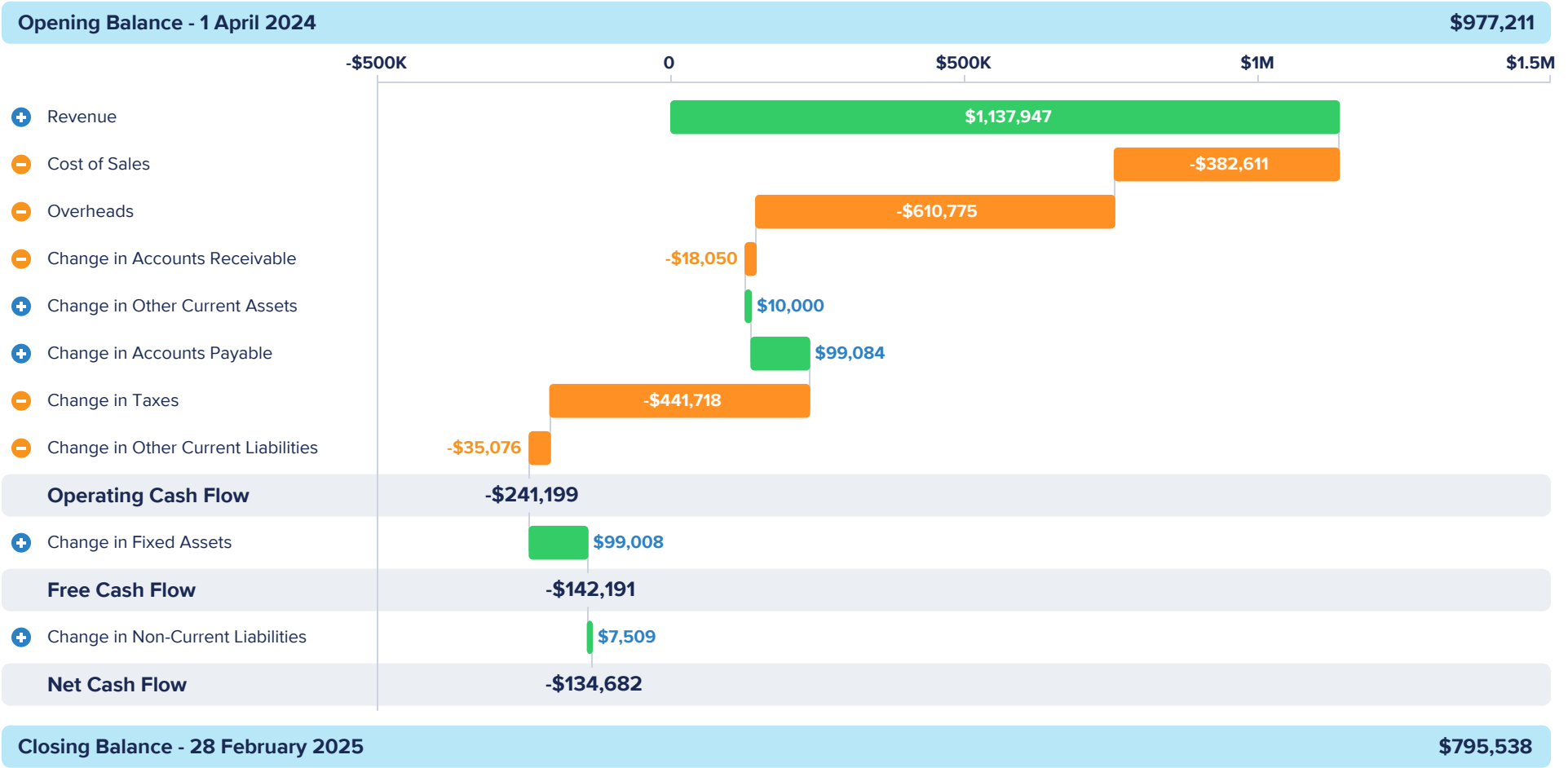
LIQUIDITY MONITOR



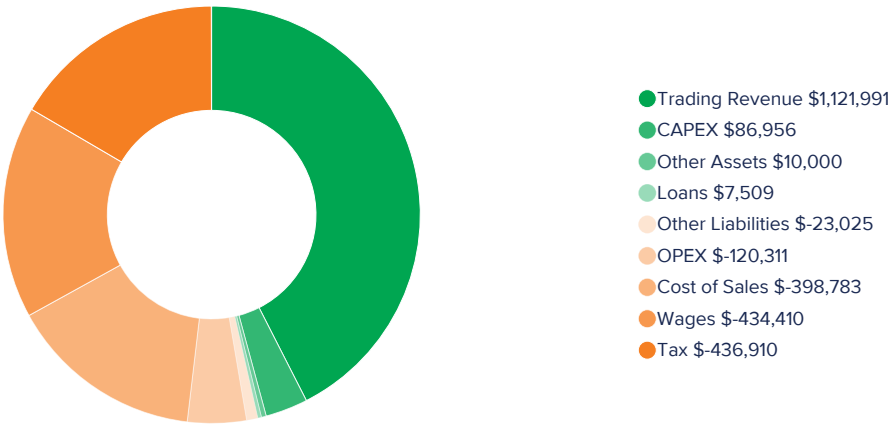


	Current Financial Year											
	Apr 24	May 24	Jun 24	Jul 24	Aug 24	Sep 24	Oct 24	Nov 24	Dec 24	Jan 25	Feb 25	Mar 25
<b>Operating profit / (loss)</b>	<b>10,548</b>	<b>9,459</b>	<b>5,097</b>	<b>6,689</b>	<b>20,410</b>	<b>18,978</b>	<b>18,439</b>	<b>12,270</b>	<b>4,151</b>	<b>10,706</b>	<b>20,942</b>	<b>0</b>
Depreciation & amortisation	1,037	1,037	1,037	1,037	1,037	1,037	1,094	1,094	1,094	1,094	1,094	0
<b>EBITDA</b>	<b>11,585</b>	<b>10,496</b>	<b>6,134</b>	<b>7,726</b>	<b>21,447</b>	<b>20,015</b>	<b>19,533</b>	<b>13,364</b>	<b>5,245</b>	<b>11,800</b>	<b>22,036</b>	<b>0</b>
(Increase)/decrease in trade debtors	-23,371	6,016	9,803	-8,263	-14,749	543	2,225	-2,428	20,882	-844	-7,864	0
(Increase)/decrease in other debtors	0	0	0	0	10,000	0	0	0	0	0	0	0
Increase/(decrease) in trade creditors	0	-4,763	-4,787	6,432	-730	1,104	54,937	9,217	-11,522	-6,690	55,886	0
Increase/(decrease) in GST	8,313	8,149	7,495	7,734	-371,478	9,577	9,117	8,560	7,344	8,265	2,007	0
Increase/(decrease) in other creditors	0	0	0	0	-23,025	-12,051	0	0	0	0	0	0
<b>Cash generated from operations</b>	<b>-3,473</b>	<b>19,898</b>	<b>18,645</b>	<b>13,629</b>	<b>-378,535</b>	<b>19,188</b>	<b>85,812</b>	<b>28,713</b>	<b>21,949</b>	<b>12,531</b>	<b>72,065</b>	<b>0</b>
Income tax paid	-1	0	0	1	-146,802	0	0	0	0	0	1	0
Interest paid	-99	-99	-99	-99	-576	-572	-1,087	-563	-583	-523	-520	0
<b>Net cash from operations</b>	<b>-3,573</b>	<b>19,799</b>	<b>18,546</b>	<b>13,531</b>	<b>-525,913</b>	<b>18,616</b>	<b>84,725</b>	<b>28,150</b>	<b>21,366</b>	<b>12,008</b>	<b>71,546</b>	<b>0</b>
<b>Net cash from investing activities</b>	<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>86,955</b>	<b>12,052</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
Cash inflow/(outflow) from borrowings	-2,900	-2,900	-2,900	-2,900	39,749	-3,361	-890	-467	-9,171	-3,374	-3,377	0
<b>Net cash from financing activities</b>	<b>-2,900</b>	<b>-2,900</b>	<b>-2,900</b>	<b>-2,900</b>	<b>39,749</b>	<b>-3,361</b>	<b>-890</b>	<b>-467</b>	<b>-9,171</b>	<b>-3,374</b>	<b>-3,377</b>	<b>0</b>
<b>Change in cash &amp; cash equivalents</b>	<b>-6,472</b>	<b>16,899</b>	<b>15,646</b>	<b>10,631</b>	<b>-399,209</b>	<b>27,307</b>	<b>83,835</b>	<b>27,683</b>	<b>12,195</b>	<b>8,634</b>	<b>68,169</b>	<b>0</b>
Opening cash & cash equivalents	977,211	970,739	987,638	1,003,283	1,013,913	619,717	647,022	730,858	758,541	770,736	779,370	0
<b>Closing cash &amp; cash equivalents</b>	<b>970,739</b>	<b>987,638</b>	<b>1,003,283</b>	<b>1,013,913</b>	<b>619,717</b>	<b>647,022</b>	<b>730,858</b>	<b>758,541</b>	<b>770,736</b>	<b>779,370</b>	<b>795,538</b>	<b>0</b>

CASH MOVEMENTS SUMMARY



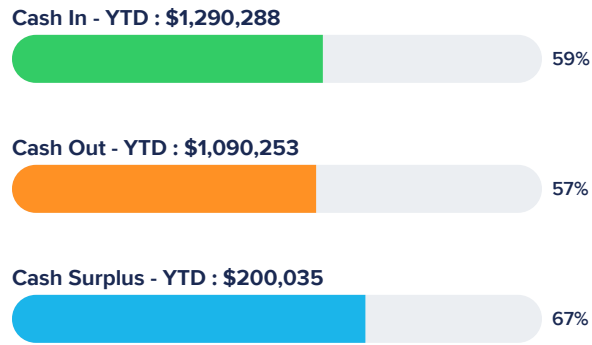
YTD CASH - excluding GST



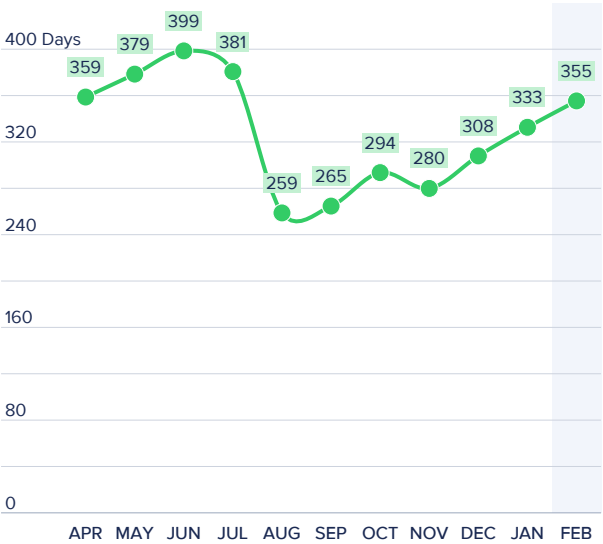
FUTURE CASH - Excluding GST



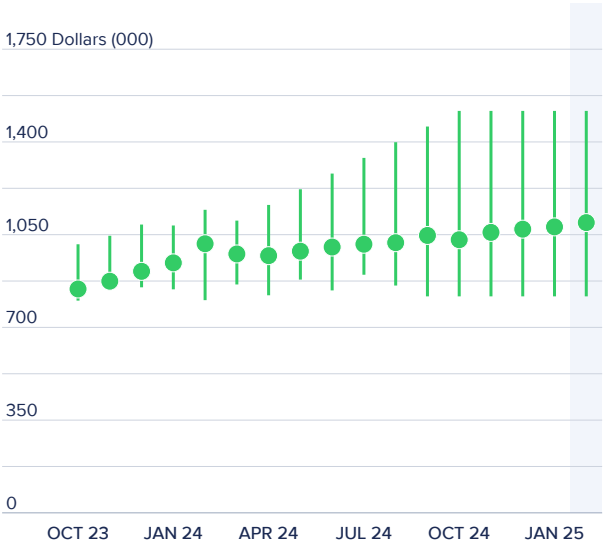
CASH TARGET MONITOR



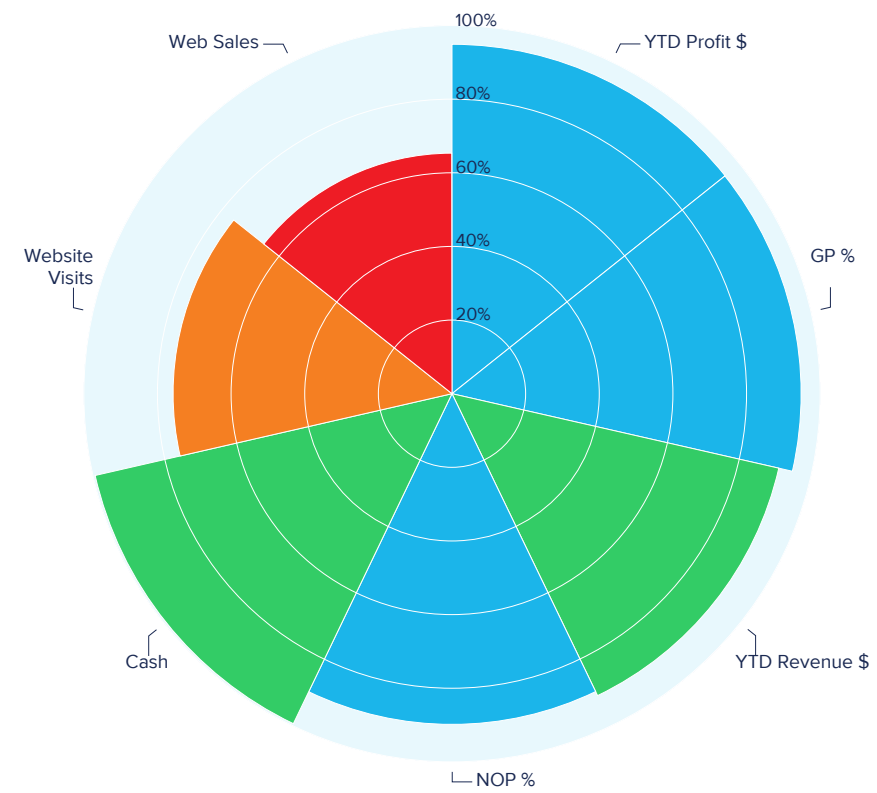
EXPENSE COVER TREND



CASH ON HAND - With High and Low Balances

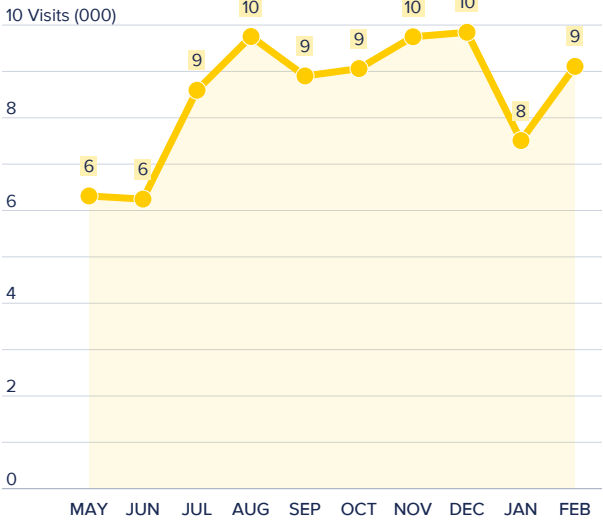


TARGET SCORE CARD

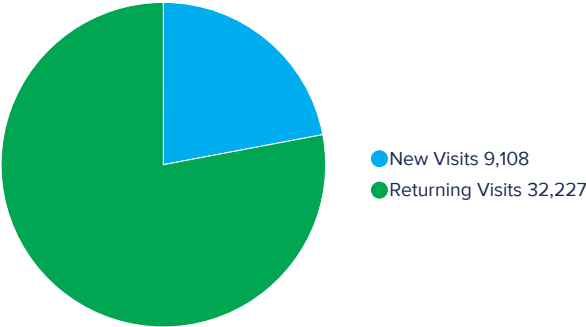


Actual vs Target		
	Actual	Target
Profit	132,869	140,000
GP %	66.4%	70.0%
Revenue	1,137,947	1,250,000
Net Operating Profit %	11.7%	13.0%
Cash	795,538	800,000
Website Visits	24,242	32,000
Web Sales	98	150

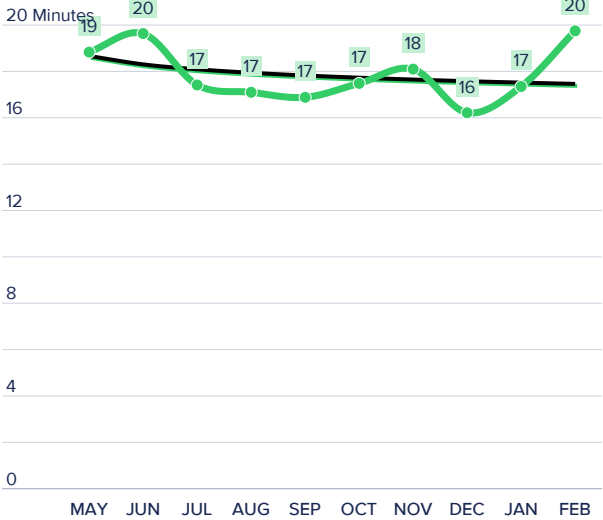
MONTHLY UNIQUE VISITS



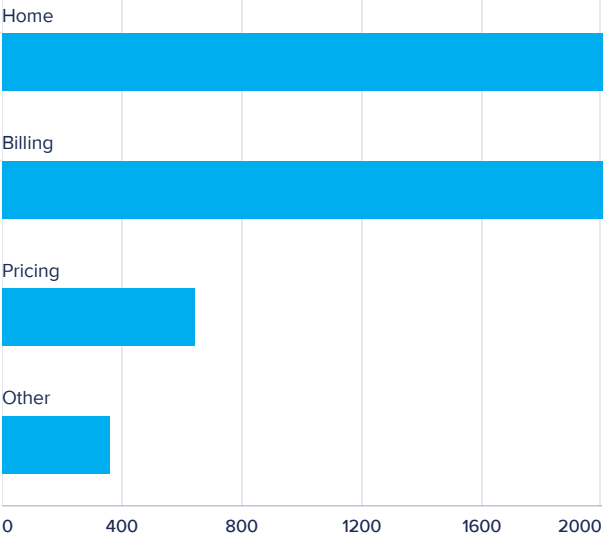
NEW vs RETURNING VISITS - This Month



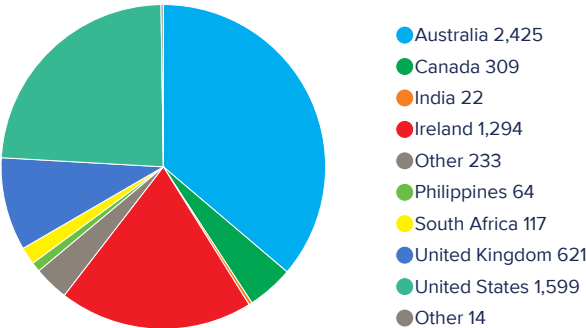
TIME ON SITE



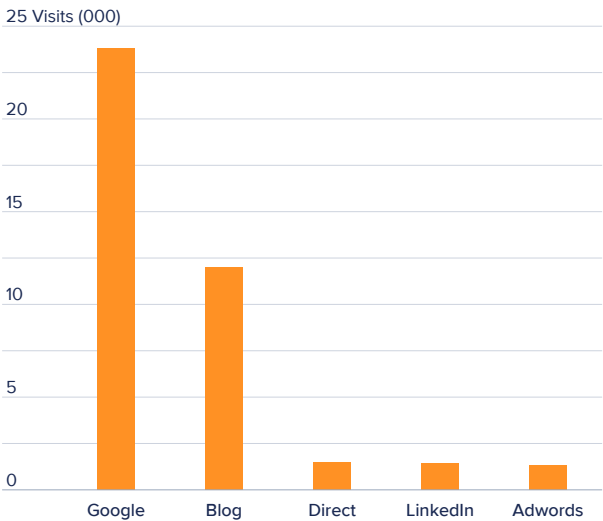
POPULAR PAGES (Top 4) - This Month



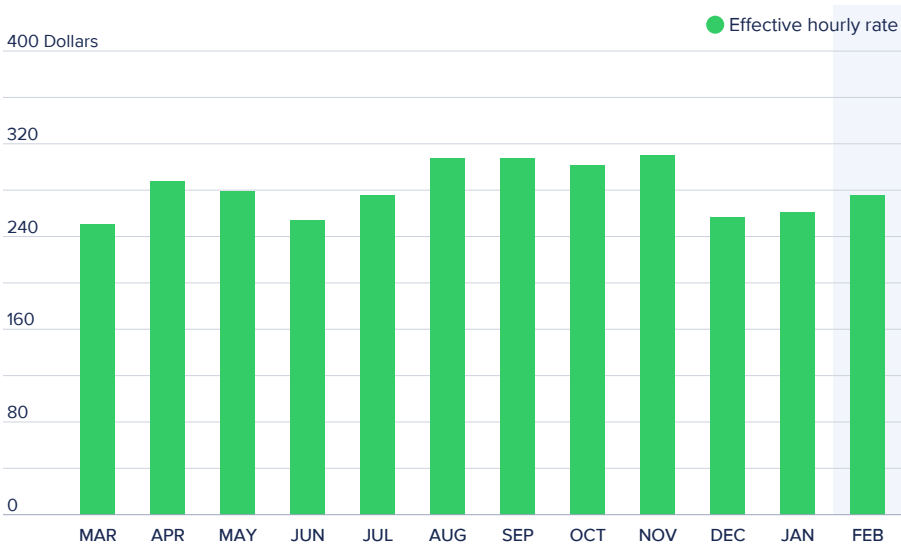
UNIQUE VISITS BY COUNTRY - This Month



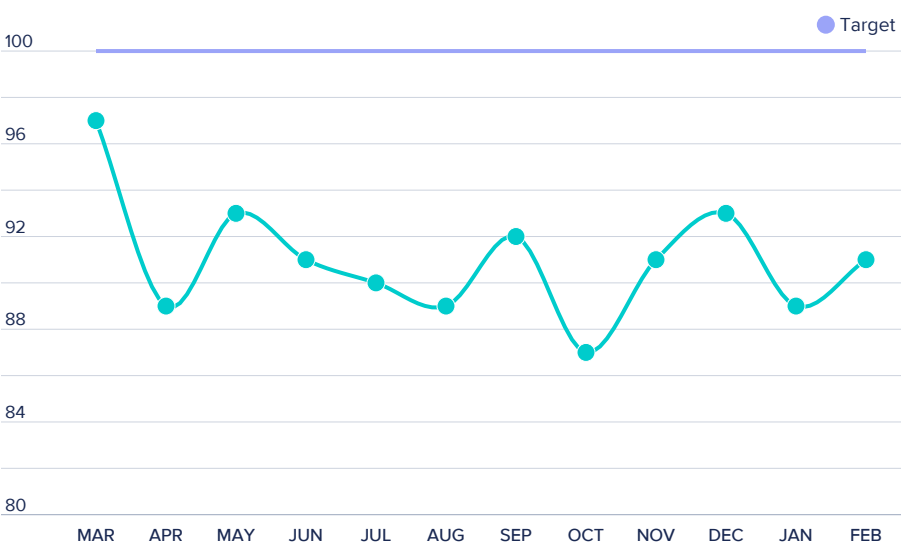
ORIGINATING SOURCE (Top 5) - This Month



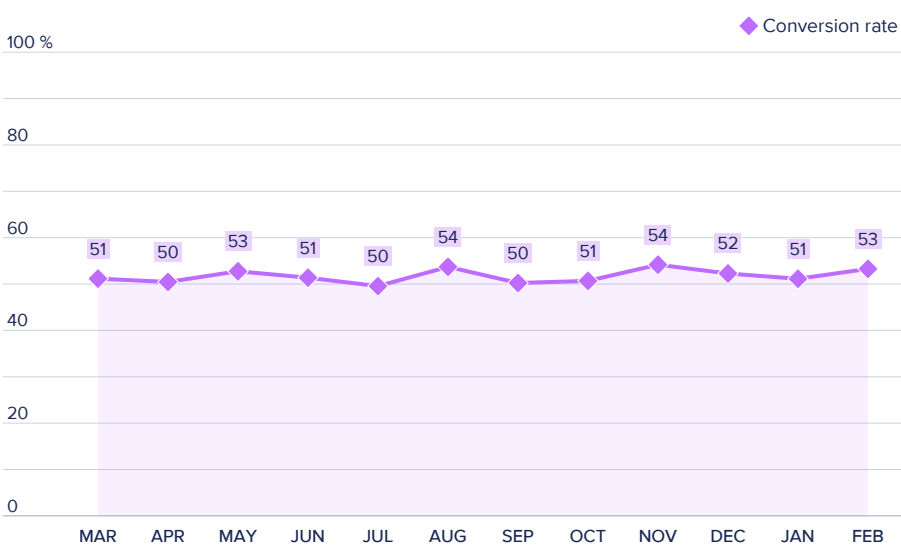
EFFECTIVE HOURLY RATE



CUSTOMER SATISFACTION RATING



SALES CONVERSIONS



NEW CUSTOMERS

