

December 31, 2013

OVERVIEW DASHBOARD

Total Revenue

\$16.35M

% Revenue Same Period

 26%

Total Quantity

53K

% Quantity Same Period

 838%

Total Profit

\$6.77M

% Revenue Same Period

 28%

Sales

Customers

Employees

Financial



The Planet

Revenue

Profit

Select State

All

Year

All

Total Revenue
\$16.35M

% Revenue Same Period

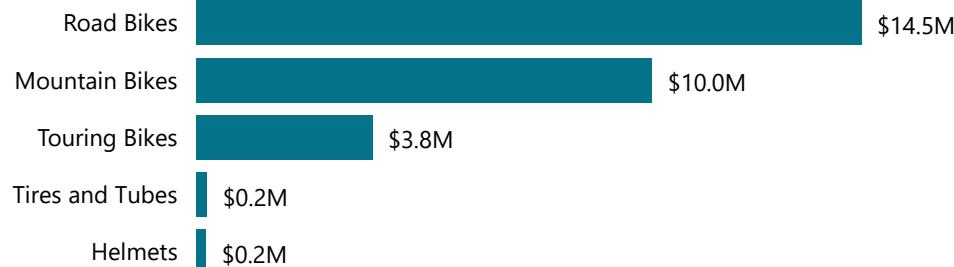


26%

Revenue by Month



Top 5 Subcategory by Revenue



Bottom 5 Subcategory by Revenue



Revenue by Location



Home

Customers

Employees

Financial



Revenue

Profit

Select State

All

Year

All

Home

Customers

Employees

Financial

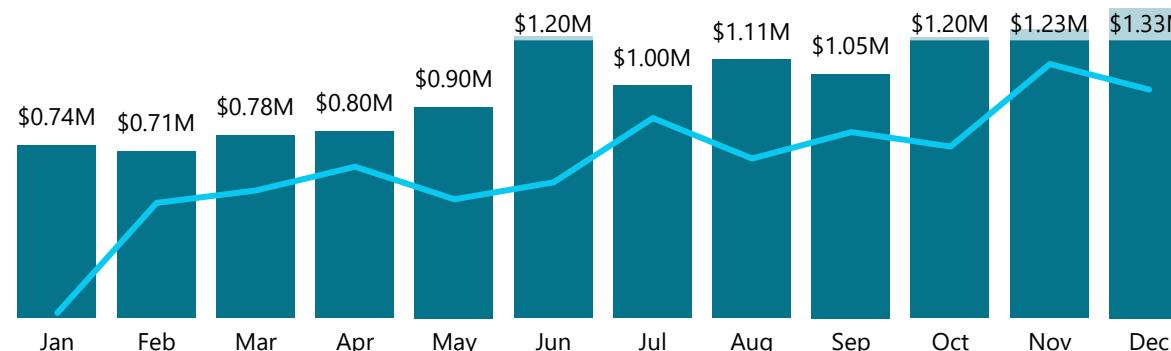
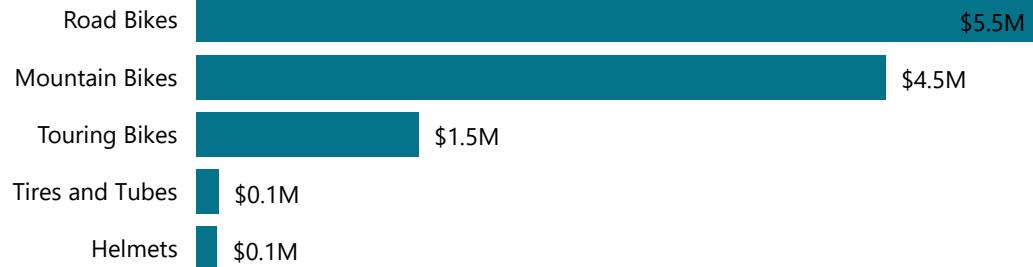


Total Profit
\$6.77M

% Revenue Same Period



28%

Profit and Profit Margin by Month**Top 5 Subcategory by Profit****Bottom 5 Subcategory by Profit****Profit by Location**

Home

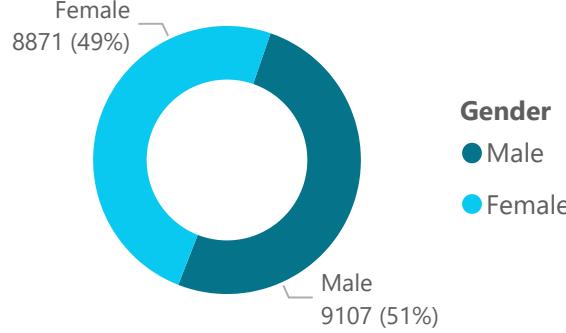
Sales

Employees

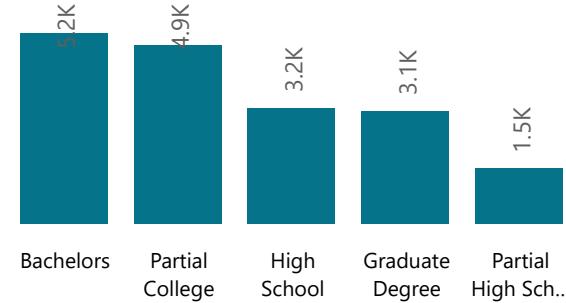
Financial

Total Customers
18K

Customers by Gender



Customers by Education



Select State

All

Year

All

Retention
Customers

Churn Customers

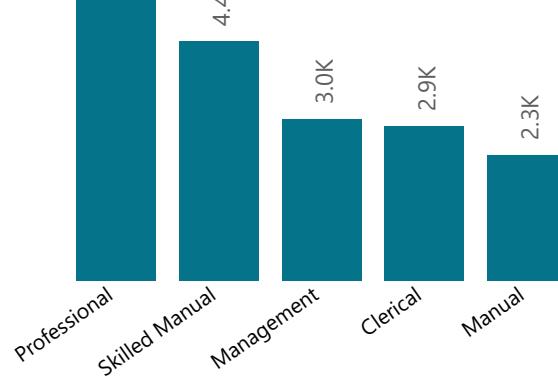
Retention

Retention	0	1	2	3	4	5	6	7	8	9	10	11
January 2013	325	17	15	19	16	22	17	19	14	19	20	15
February 2013	1087	60	56	56	49	60	48	50	61	62	58	
March 2013	1164	44	44	36	49	42	36	41	41	40		
April 2013	1088	30	38	36	33	35	37	24	30			
May 2013	1141	40	31	40	32	24	38	28				
June 2013	1154	23	31	37	45	32	32					
July 2013	1052	22	29	32	28	44						
August 2013	1074	19	35	24	33							
September 2013	1029	23	26	32								
October 2013	1134	24	23									
November 2013	1133	26										
December 2013		32										

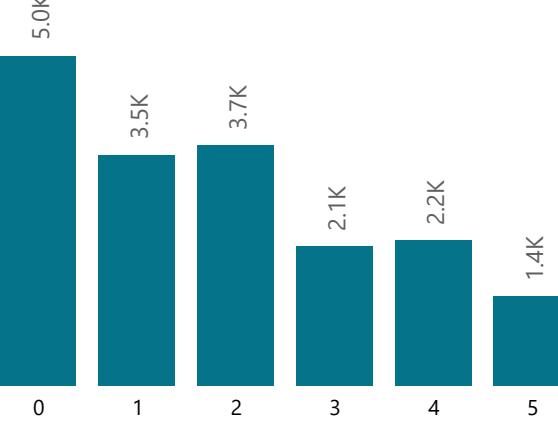
Retention Rate

Retention Rate	1	2	3	4	5	6	7	8	9	10	11
January 2013	5%	5%	6%	5%	7%	5%	6%	4%	6%	6%	5%
February 2013	6%	5%	5%	5%	6%	4%	5%	6%	6%	5%	
March 2013	4%	4%	3%	4%	4%	3%	4%	4%	3%		
April 2013	3%	3%	3%	3%	3%	3%	2%	3%			
May 2013	4%	3%	4%	3%	2%	3%	2%				
June 2013	2%	3%	3%	4%	3%	3%					
July 2013	2%	3%	3%	3%	4%						
August 2013	2%	3%	2%	3%							
September 2013	2%	3%	3%								
October 2013	2%	2%									
November 2013	2%										

Customers by Occupation



Customers by TotalChildren





Home

Sales

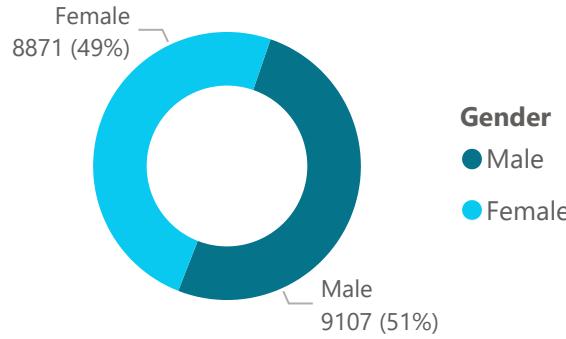
Employees

Financial

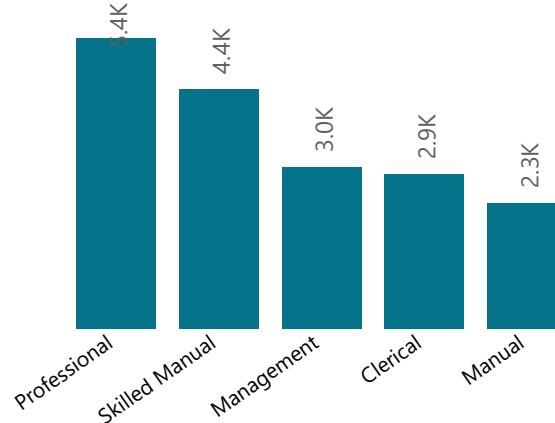
Total Customers

18K

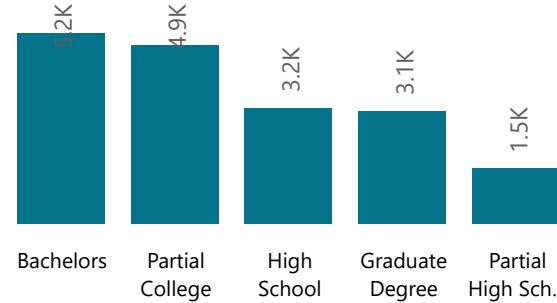
Customers by Gender



Customers by Occupation



Customers by Education



Select State

A

Year

All

Retention Customers

Churn Customers

Churn Rate

Home

Sales

Customers

Financial



Total Employees

296

Active Employees

290

Attrition Employees

6

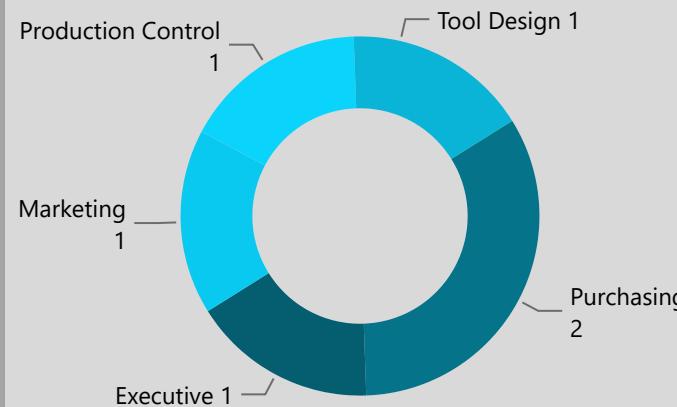
Attrition Rate

2%

Average Age

35.93

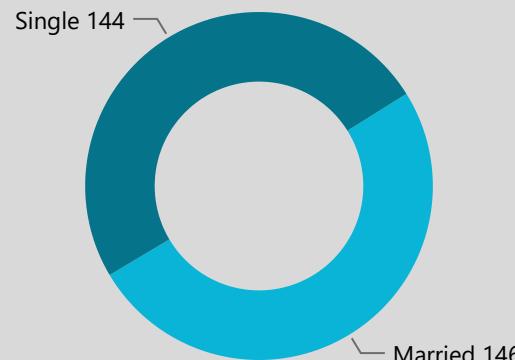
Department wise Attrition



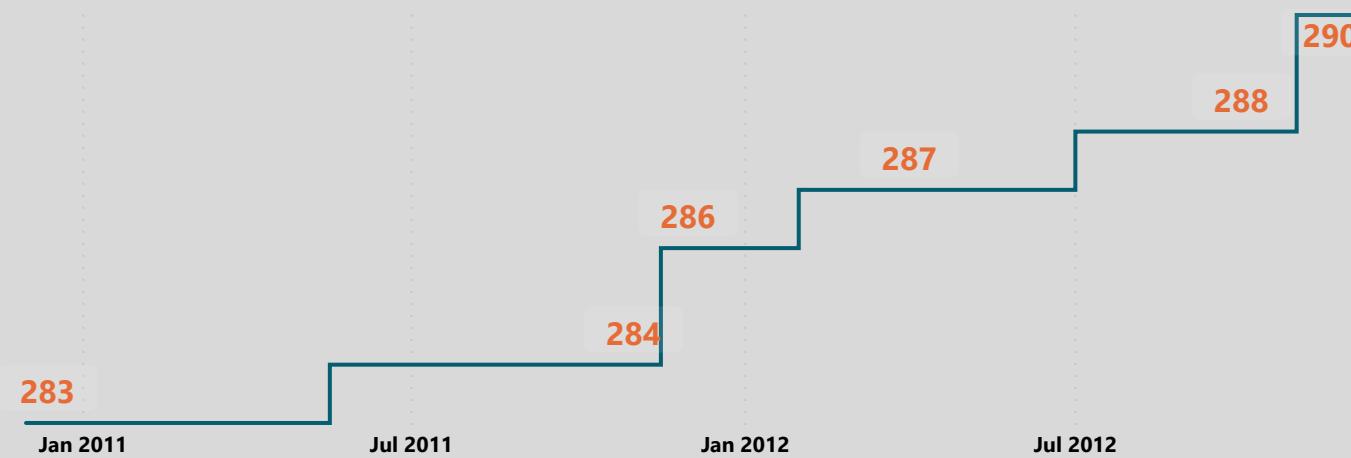
Employees by Age Group



Marital Status wise Active Employees



Total Active Employees



Financial Analysis

Year

2011

2012

2013

Balance Sheet

Income Statement

Home

Sales

Customers

Employees



Assets	Amount	Liabilities and Equity	Amount
Fixed Assets	\$17,889K		
Office Furniture & Equipment	\$8,922K		
Machinery & Equipment	\$1,401K		
Leasehold Improvements	\$1,204K		
Land & Improvements	\$1,401K		
Construction In Progress	\$496K		
Buildings & Improvements	\$4,466K		
Current Assets	\$210,560K		
Work in Process	\$13,747K		
Trade Receivables	\$67,007K		
Raw Materials	\$20,148K		
Prepaid Expenses	\$6,735K		
Other Receivables	\$2,082K		
Other Assets	\$2,547K		
Intercompany Receivables	\$13,381K		
Finished Goods	\$14,175K		
Deferred Taxes	\$9,958K		
Cash	\$59,440K		
Allowance for Bad Debt	\$1,340K		
Total	\$228,448K	Total	\$228,448K
		Current Liabilities	\$56,949K
		Accounts Payable	\$19,460K
		Current Installments of Long-term Debt	\$2,217K
		Insurance	\$3,250K
		Intercompany Payables	\$4,703K
		Notes Payable	\$2,212K
		Other Current Liabilities	\$14,136K
		Salary & Other Comp	\$8,246K
		Warranties	\$2,725K
		Equity	\$143,807K
		Additional Paid In Capital	\$78,554K
		Current Retained Earnings	\$64,077K
		Partner Capital	\$1,175K
		Long Term Liabilities	\$27,693K
		Long Term Obligations	\$12,780K
		Other Long Term Liabilities	\$3,229K
		Other Retirement Benefits	\$8,257K
		Pension Liability	\$3,427K

Financial Analysis

Year

2011

2012

2013

Home

Sales

Customers

Employees



Balance Sheet

Income Statement

	CY Amount	PY Amount	Variance	% VAR
Revenue				
Gross Sales	\$44,530,010	\$37,656,172	\$6,873,837	18%
Net Sales	(\$1,673,079)	(\$2,357,909)	\$684,830	-29%
Net Sales	\$42,856,931	\$35,298,263	\$7,558,667	21%
Cost of Sales	(\$13,652,048)	(\$10,725,215)	(\$2,926,833)	27%
Gross Margin	\$29,204,883	\$24,573,049	\$4,631,834	19%
Operating Expenses				
Depreciation	(\$627,785)	(\$404,798)	(\$222,987)	55%
Gross Sales	\$44,530,010	\$37,656,172	\$6,873,837	18%
Labor Expenses	(\$14,396,886)	(\$12,030,188)	(\$2,366,698)	20%
Marketing	(\$109,936)	(\$85,118)	(\$24,818)	29%
Net Sales	(\$1,673,079)	(\$2,357,909)	\$684,830	-29%
Operating Expenses	(\$1,950,941)	(\$1,440,421)	(\$510,520)	35%
Telephone and Utilities	(\$679,872)	(\$482,204)	(\$197,668)	41%
Total Cost of Sales	(\$13,652,048)	(\$10,725,215)	(\$2,926,833)	27%
Travel Expenses	(\$485,966)	(\$308,111)	(\$177,856)	58%
Operating Profit	\$10,953,496	\$9,822,209	\$1,131,287	12%
Other Income and Expense	\$16,898	\$14,314	\$2,584	18%
Taxes	(\$2,418,894)	(\$2,921,486)	\$502,592	-17%
Net Income	\$8,551,501	\$6,915,037	\$1,636,463	24%