

# Financial Overview

2021-2022 vs 2022-2023

**Total Direct Expenses**

2021-2022

£1.77M

**Total Direct Expenses**

2022-2023

£1.93M

**Direct Expenses**

● Actual ● Prior Year

£2M

£1M

£0M

**Total Overhead**

2021-2022

£371.19K

**Total Overhead**

2022-2023

£149.89K

**Total Overhead**

● Actual ● Prior Year

£0.3M

£0.2M

£0.1M

£0.0M

**Total Revenue**

2021-2022

£1.77M

**Total Revenue**

2022-2023

£2.10M

**Total Revenue**

● Actual ● Prior Year

£2.0M

£1.5M

£1.0M

£0.5M

£0.0M

**Total Purchases**

2021-2022

£1.02K

**Total Purchases**

2022-2023

£11.00

**Total Purchases**

● Prior Year ● Variance

£1K

£0K

-£1K

**Total Profit**

2021-2022

-£320.74K

**Total Profit**

2022-2023

£19.34K

**Total Profit**

● Actual ● Prior Year

£0.0M

-£0.1M

-£0.2M

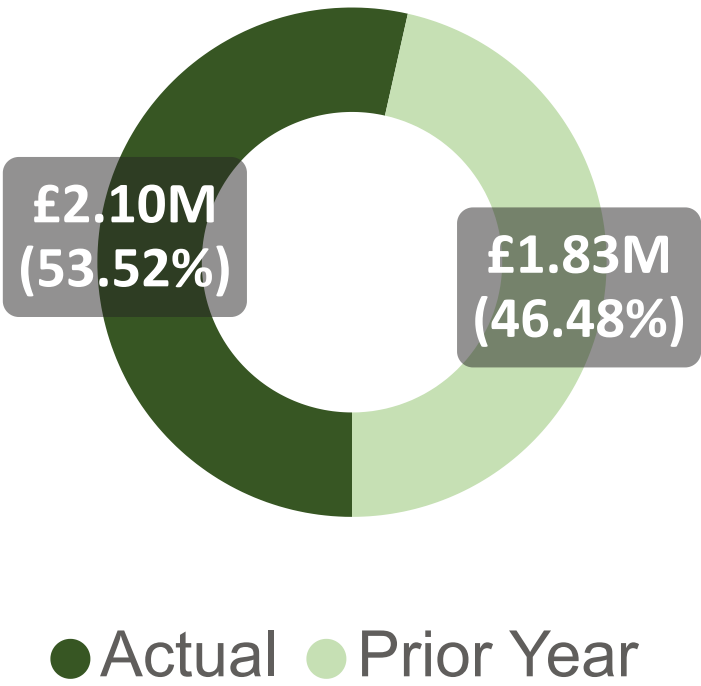
-£0.3M

# Revenue Focus: Driving Growth Through Sales

| Total revenue Comparetion<br>2021-2022 vs 2022-2023 |               |               |             |
|---|---------------|---------------|-------------|
| Sales   | Actual        | Prior Year    | Variance    |
| Product Sales                                       | £2,110,370.33 | £1,769,301.07 | £341,069.26 |
| Job Retantion Scheme Grant                          | £0.00         | £67,267.99    | -£67,267.99 |
| Other Sales   | -£8,450.04    | -£11,093.34   | £2,643.30   |
| Total   | £2,101,920.29 | £1,825,475.72 | £276,444.57 |

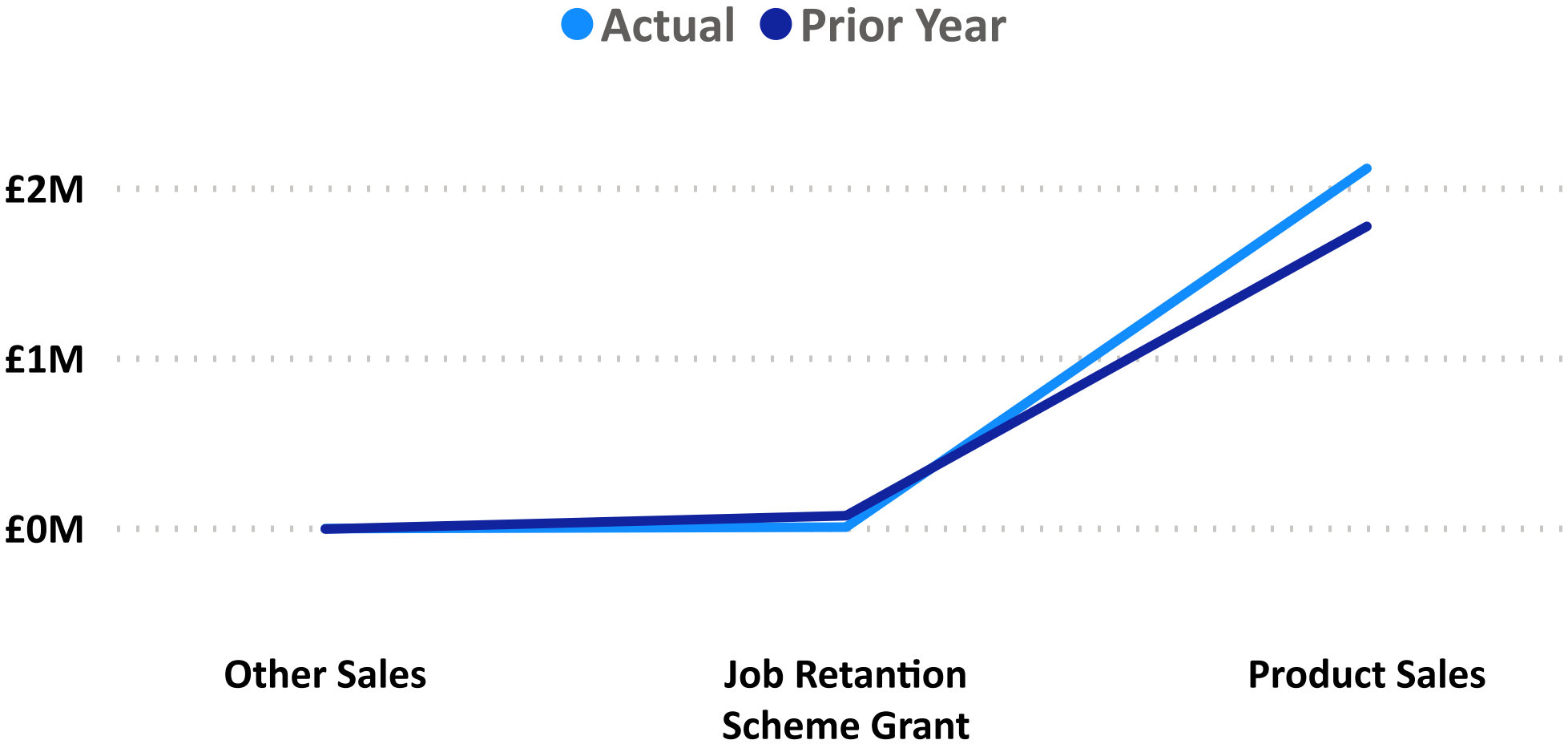
- Our revenue structure is predominantly driven by product sales, which constitute 99% of our total sales. Other sales and the Job Retention Scheme Grant play minor roles in our revenue composition.
- The table showcases a robust performance in actual sales, with a notable increase of £341,069.26 compared to the prior year. This growth is primarily attributed to the significant boost in product sales.

Total Revenue  
2021-2022 vs 2022-2023



- The chart illustrates a shift in revenue distribution, with the current year accounting for 53.52%, surpassing the prior year's share of 46.48%. This highlights a significant positive trend in our revenue growth.

Total revenue Comparetion  
2021-2022 vs 2022-2023

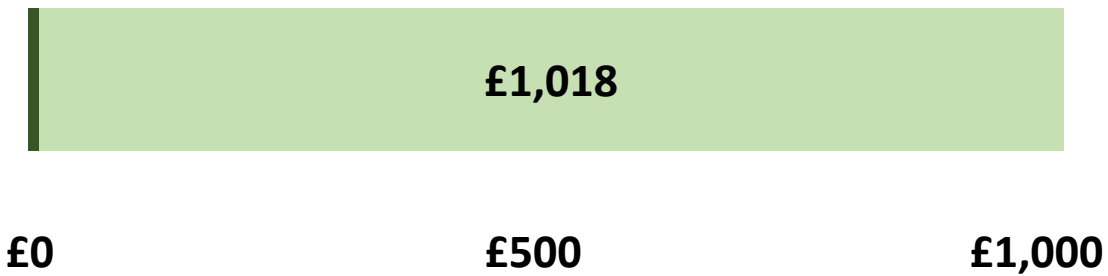


- The line chart illustrates a consistent upward trend in actual sales over the months, reflecting sustained growth.

# Expenditure Insight: Purchases and Direct Expenses

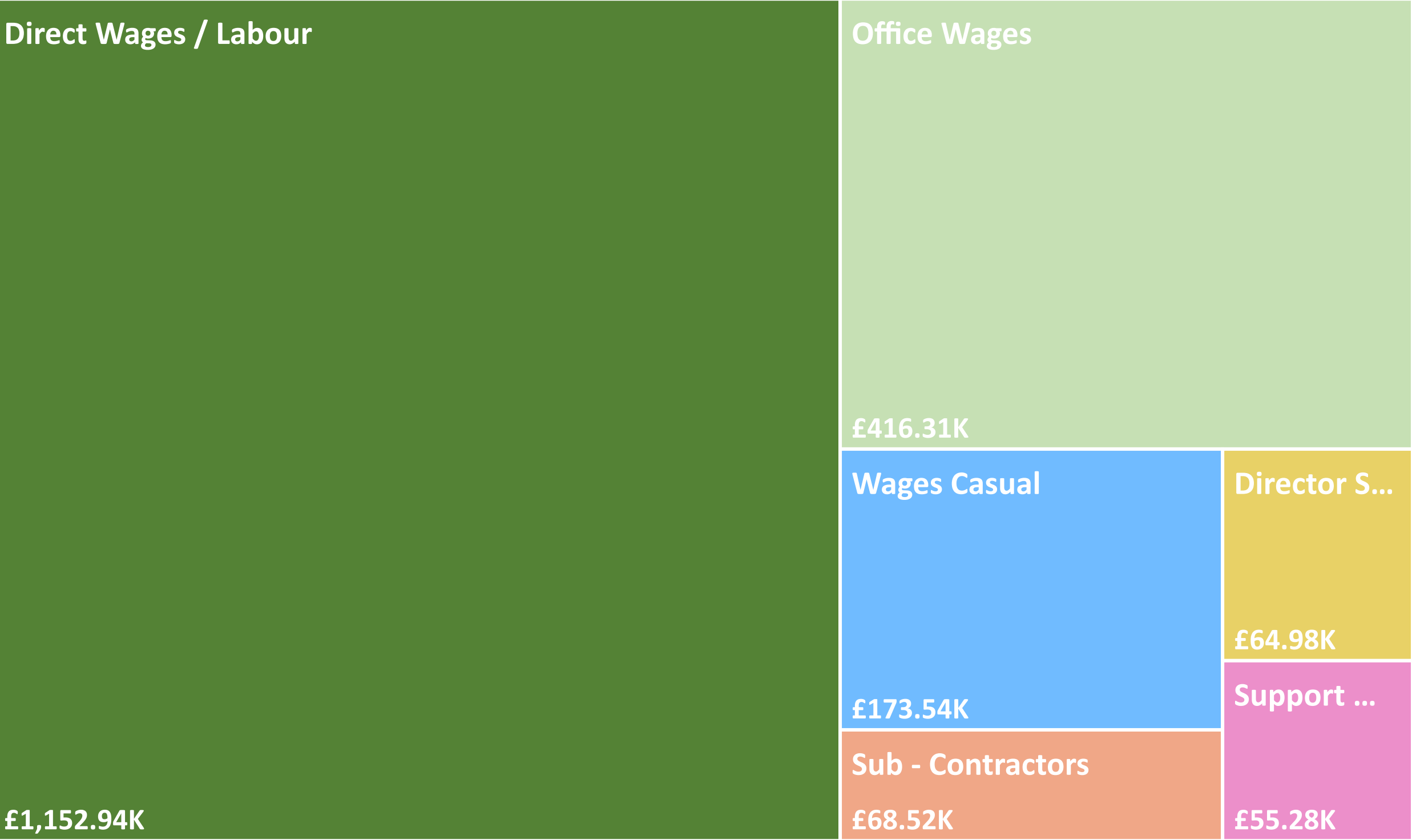
## Purchases

● Actual ● Prior Year



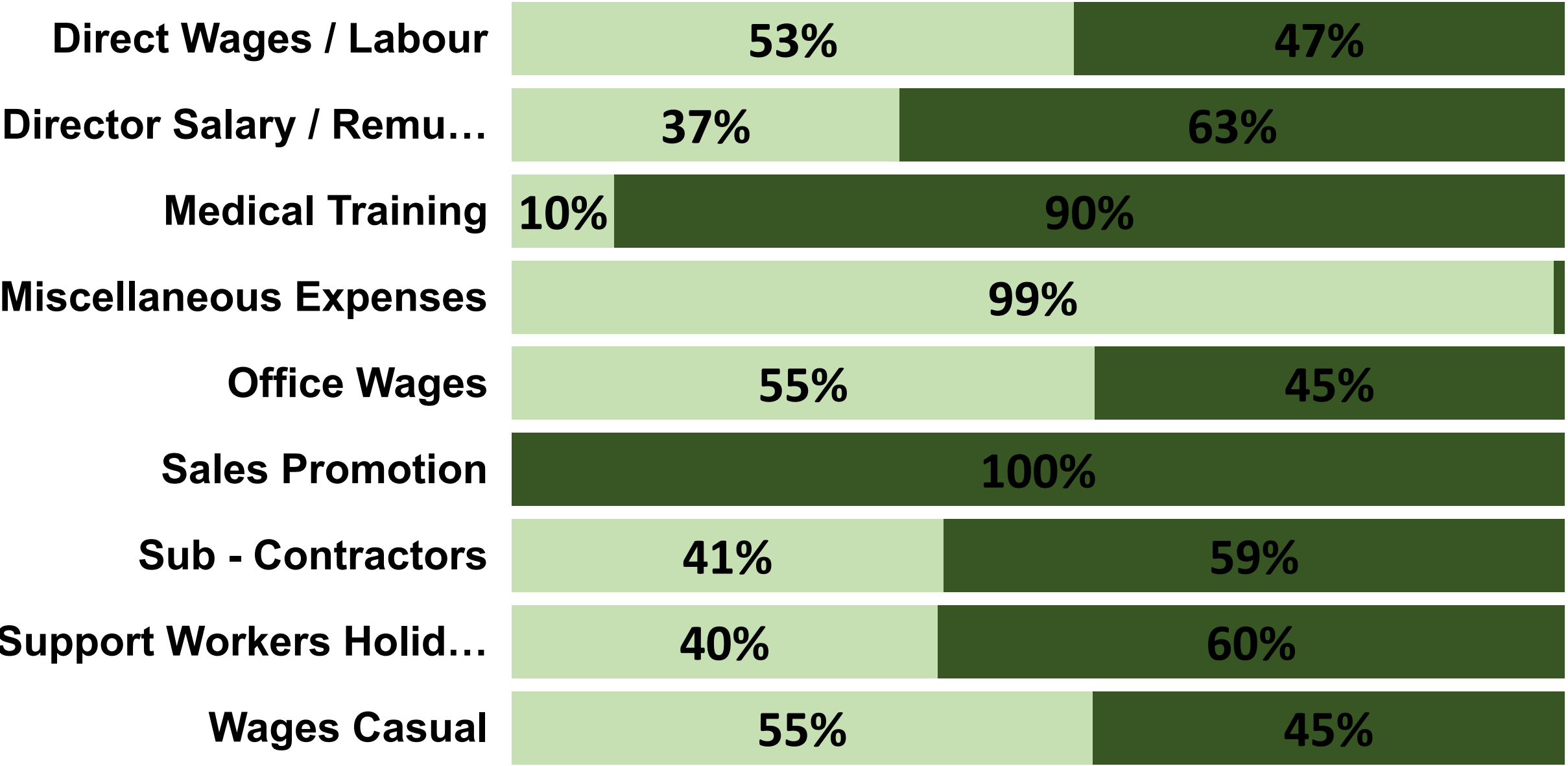
• The stacked bar chart reveals that actual purchases are significantly lower than the prior year.

Direct Expenses ● Direct ... ● Office ... ● Wages ... ● Sub - Co... ● Director ... ● Support ...



• The tree map visualizes a clear breakdown of direct expenses for the actual year, with notable areas such as 'Direct Wages / Labour' and 'Sub - Contractors' standing out as major contributors.

● Actual ● Prior Year



• The stacked bar chart effectively illustrates the direct expenses for the current year stacked against the corresponding expenses from the prior year. This visual comparison highlights the shifts in expenditure across various categories.

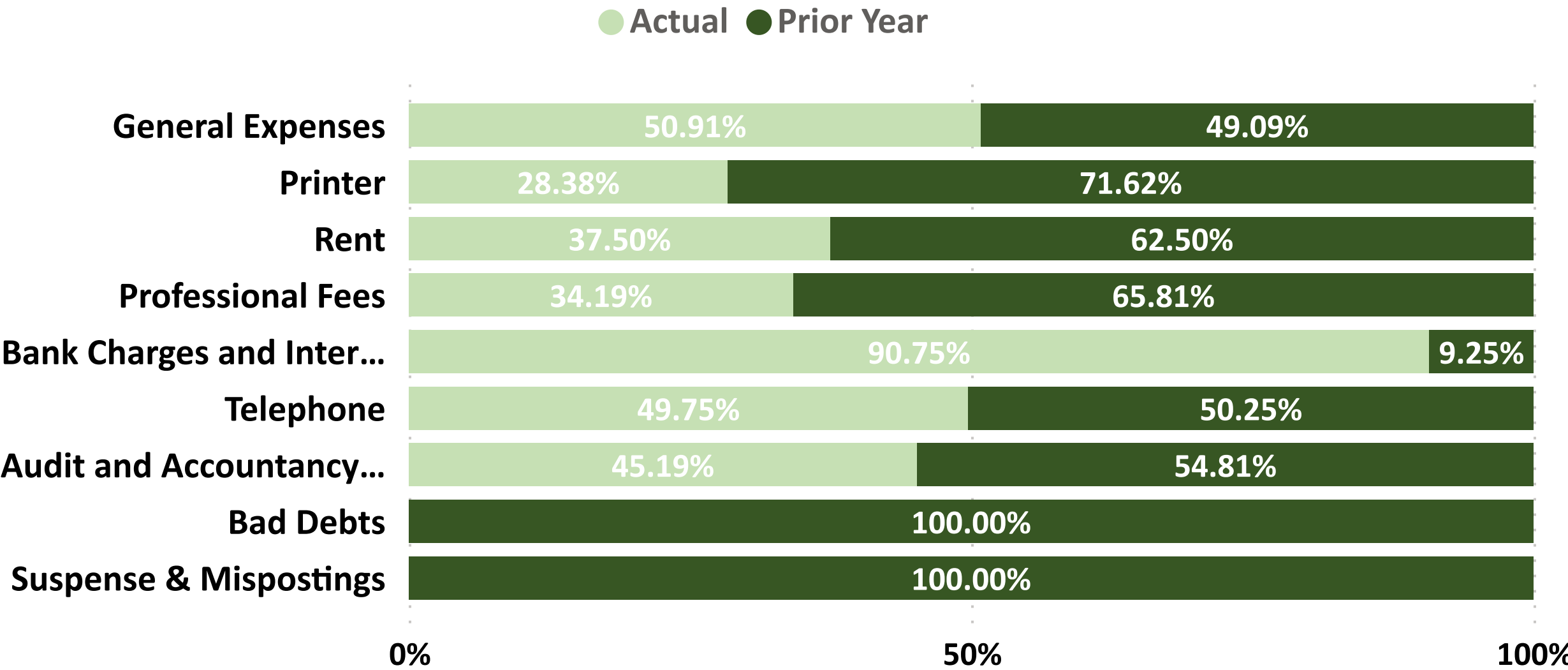
# Cost Breakdown: Overheads Analysis

## Detailed Expenses

| Overheads                    | Actual      | Prior Year  | Variance    |
|------------------------------|-------------|-------------|-------------|
| Suspense & Mispostings       | £0.00       | £150,000.00 | £150,000.00 |
| Printer                      | £19,646.28  | £49,570.81  | £29,924.53  |
| Bad Debts                    | £0.00       | £35,795.19  | £35,795.19  |
| Rent                         | £17,172.75  | £28,621.25  | £11,448.50  |
| General Expenses             | £28,703.51  | £27,681.37  | -£1,022.14  |
| Professional Fees            | £13,507.70  | £25,999.98  | £12,492.28  |
| Subscriptions                | £16,290.12  | £12,387.45  | -£3,902.67  |
| Training Costs               | £9,670.30   | £10,069.60  | £399.30     |
| Telephone                    | £9,125.78   | £9,217.22   | £91.44      |
| Audit and Accountancy fees   | £7,492.10   | £9,085.30   | £1,593.20   |
| Maintenance                  | £981.99     | £2,822.70   | £1,840.71   |
| Travelling and Entertainment | £9,803.46   | £1,941.33   | -£7,862.13  |
| Consultancy Fees             | £240.00     | £1,730.00   | £1,490.00   |
| Mask Protection              | £0.00       | £1,440.00   | £1,440.00   |
| Bank Charges and Interest    | £13,084.66  | £1,334.30   | -£11,750.36 |
| Stationery                   | £656.58     | £1,105.41   | £448.83     |
| Motor Expenses               | £817.19     | £806.33     | -£10.86     |
| Postage and Carriage         | £1,293.10   | £540.14     | -£752.96    |
| Legal Fees                   | £1,327.90   | £500.00     | -£827.90    |
| Corporation Tax              | £75.63      | £378.00     | £302.37     |
| Equipment Hire and Rental    | £0.00       | £160.80     | £160.80     |
| Total                        | £149,889.05 | £371,187.18 | £221,298.13 |

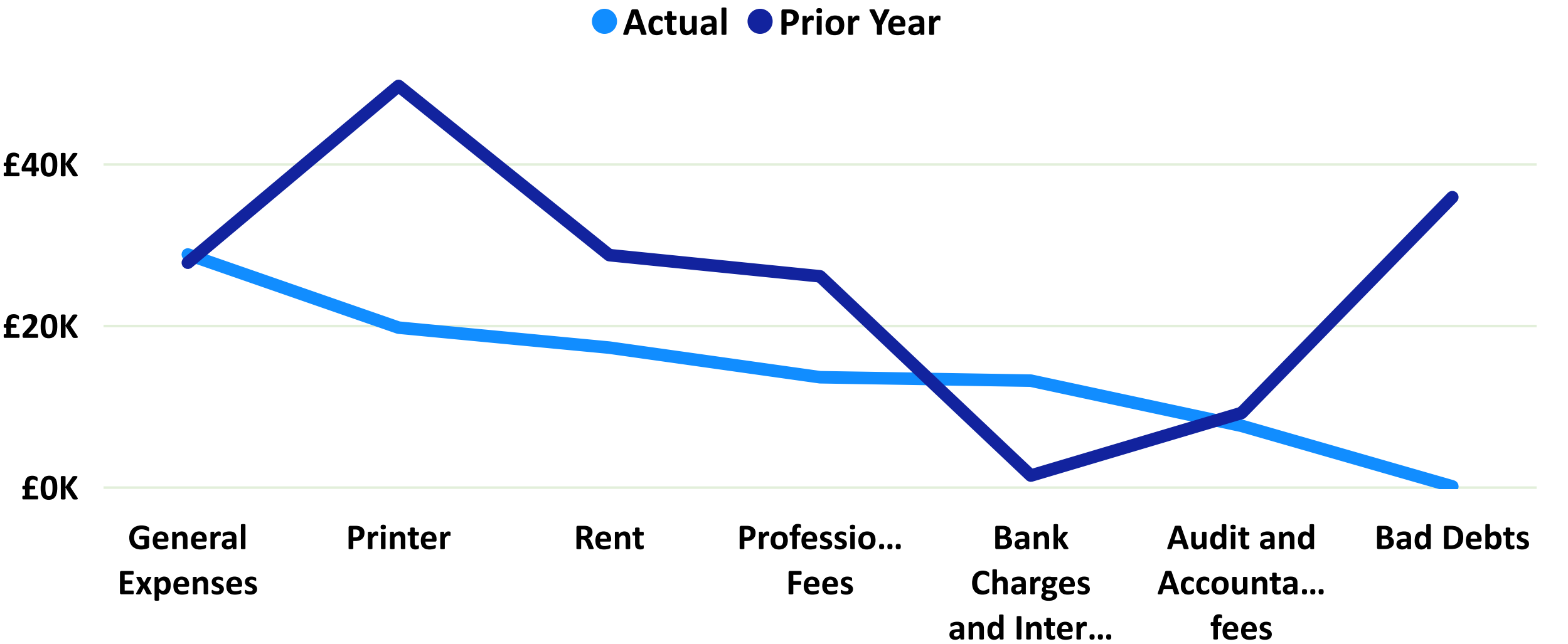
• Collective expenses have seen a noteworthy reduction of significantly £220,537.85, reflecting efficient cost management and financial prudence.

## Key Expenses



• Bad Debts and Suspense & Mispostings show the most substantial reduction in expenses.

## Financial Trends: Navigating Expense Dynamics Over Time

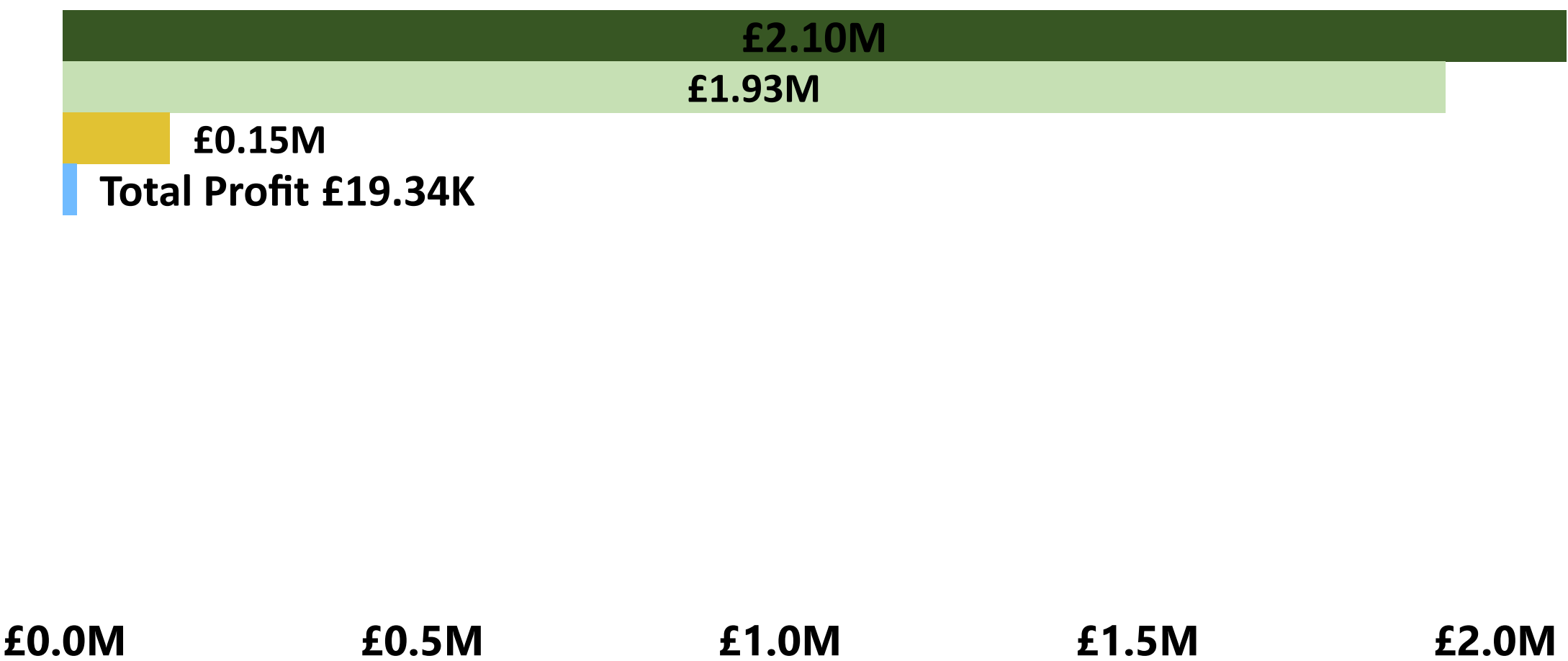




# Gross Profit Analysis

## Total Overview

● Total Revenue ● Direct Expenses ● Overhead Total ● Total Profit



• The chart visually illustrates the composition of our financial performance, showcasing the interplay between total revenue and the various components affecting total profit.

## Gross Profit

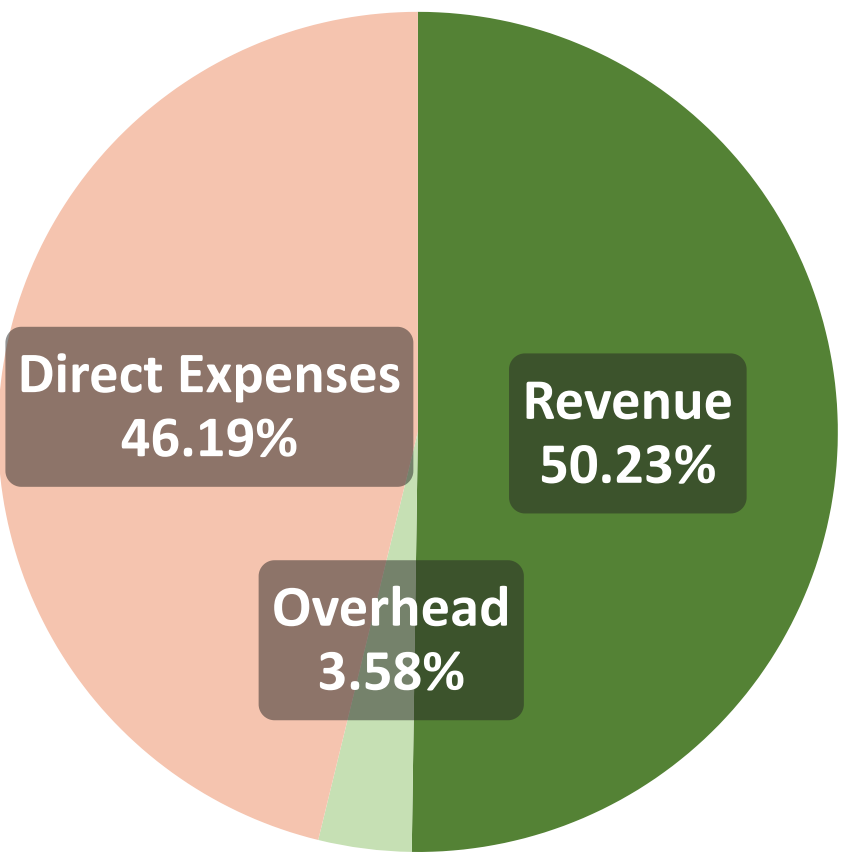
2022-2023

0.92%

• Despite the deductions, the gross profit remains positive, indicating overall profitability.

## Revenue, Overhead and Direct Expenses

Acutal Breakdown ● Revenue ● Overhead ● Direct Expenses



• The chart illustrates the composition of our total revenue, highlighting the proportional contributions of total sales, direct expenses, and overheads. This breakdown aids in understanding the distribution of financial resources.

# Conclusions

## Financial Performance Overview:

- Our financial performance, as reflected in various metrics, paints a holistic picture. Understanding the interplay between revenue, expenses, and profit is crucial for strategic decision-making.

## Profitability Trends:

- Examining trends in sales, expenses, and profit over multiple periods uncovers valuable insights. Identifying patterns helps us adapt to changing market conditions and make informed financial decisions.

## Cost Management Impact:

- Our efforts in cost management are evident in the reduction of certain expenses compared to the prior year. This signifies a proactive approach to optimizing operational costs.

## Revenue and Sales Analysis:

- The growth in product sales has significantly contributed to our revenue, showcasing a positive trend. Understanding sales dynamics allows us to capitalize on revenue-generating opportunities.

## Impact of Overheads:

- Overheads constitute a significant portion of our cost structure. Strategic management of these expenses is crucial for maintaining profitability and ensuring efficient operations.

## Key Achievements:

- Notable achievements include effective cost reductions, revenue growth in specific segments, and overall positive trends. These successes form the foundation for continued financial stability and growth.

## Strategic Considerations:

- The insights derived from this analysis serve as valuable inputs for strategic planning. Addressing areas of improvement and leveraging strengths will guide our path towards sustained financial success.