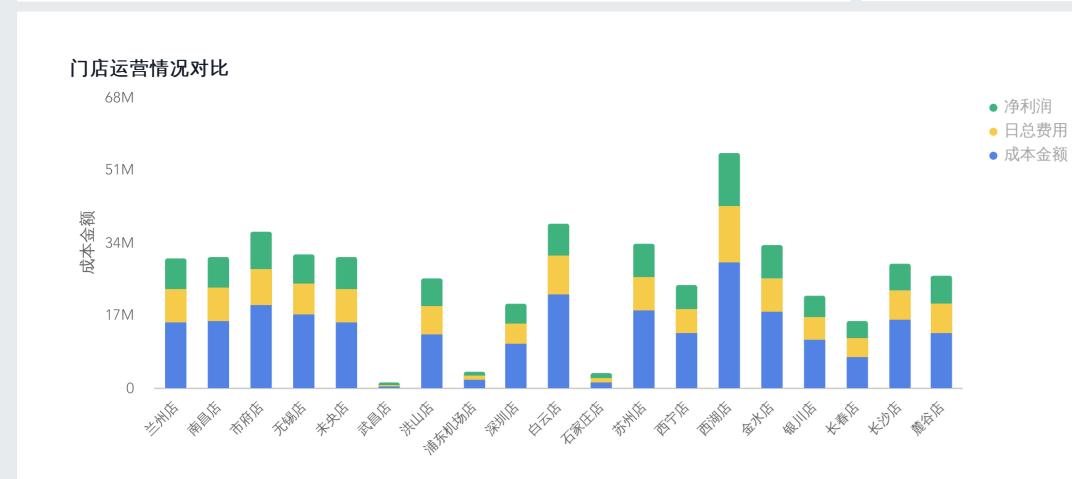


净利率 23.03% 净利润 113,965,487.06 毛利率 55.73% 毛利 28,495,665.85

人均消费  $139.78_{\mathsf{RMB}}$ 每单平均消费 886.51

费用金额 118,953,999.71 成本金额 261,969,314.19



销售目标完成率 86.58%

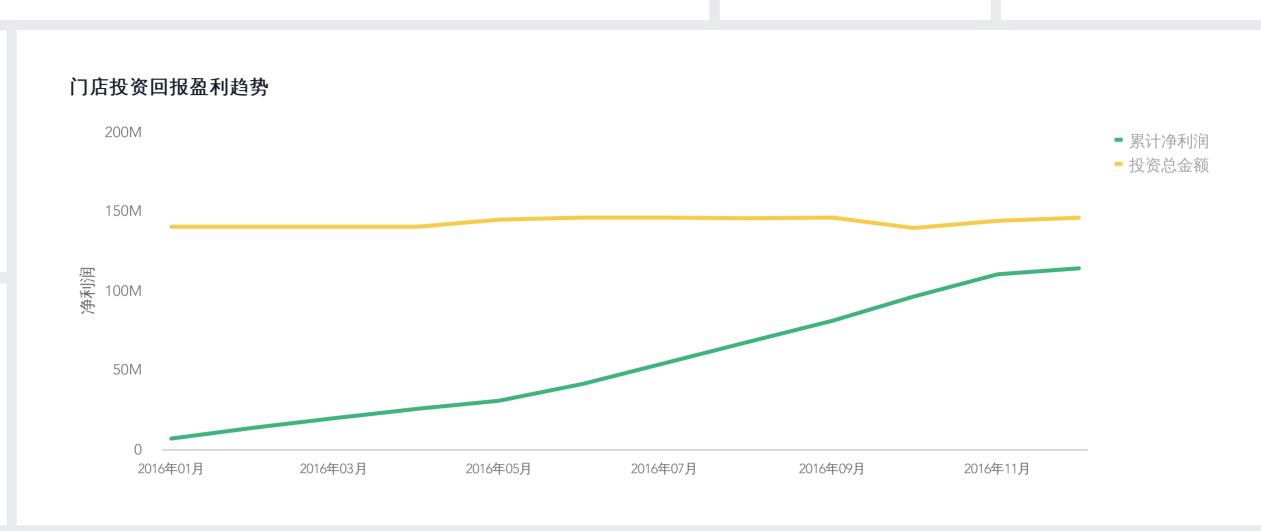
客流量 6,526.60<sub>л</sub> 明细人数 65,266,000

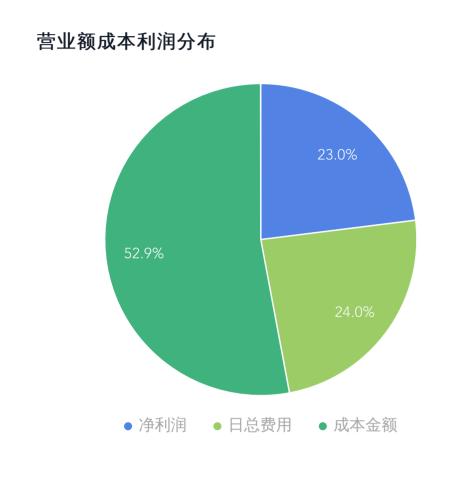
折扣单数占比 57.98% 折扣力度 96.21%

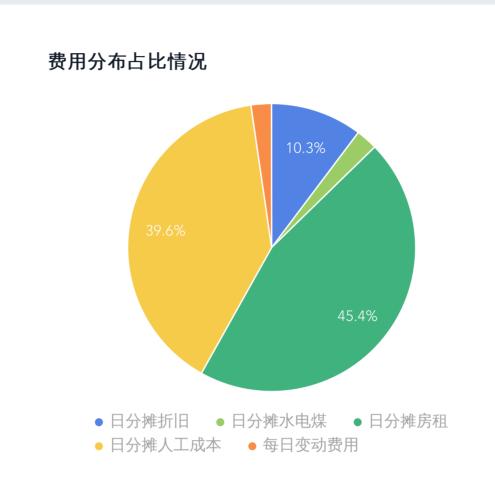
翻台率 358.50%

投资金额 5,782,687.76

投资回收所需时间 4.90<sub>月</sub> 投资回收所需时间(天) 148

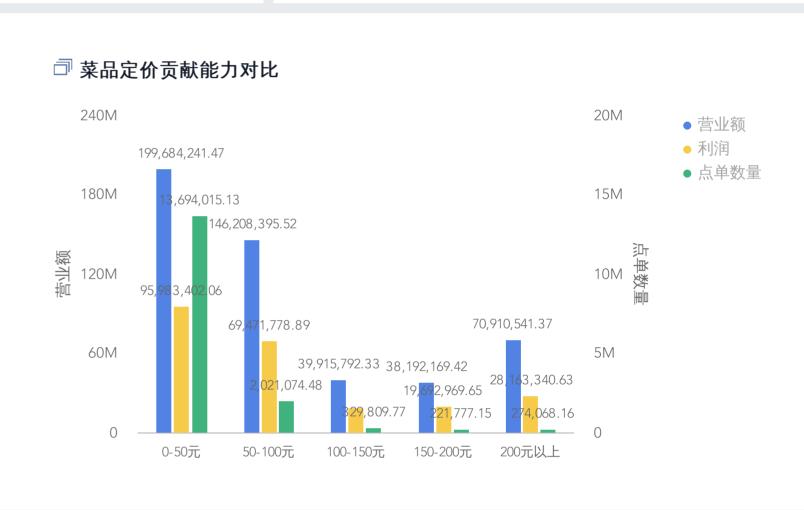




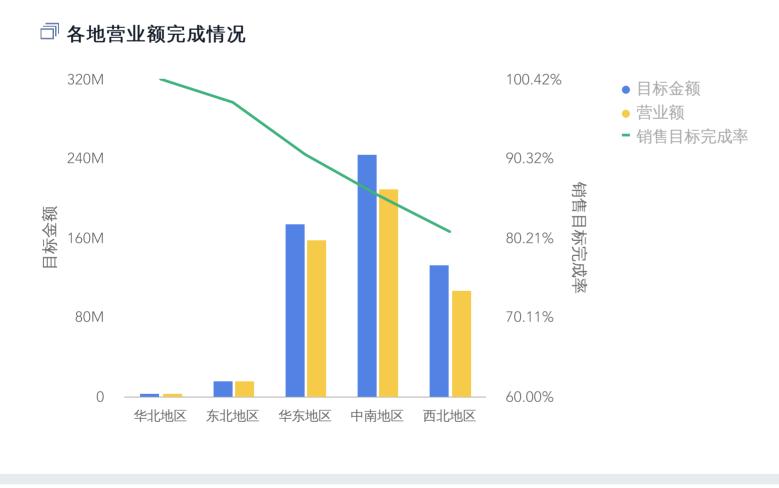




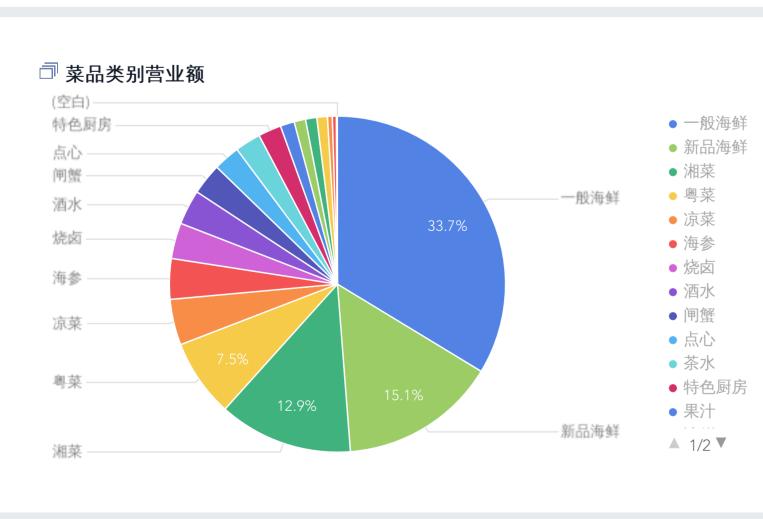


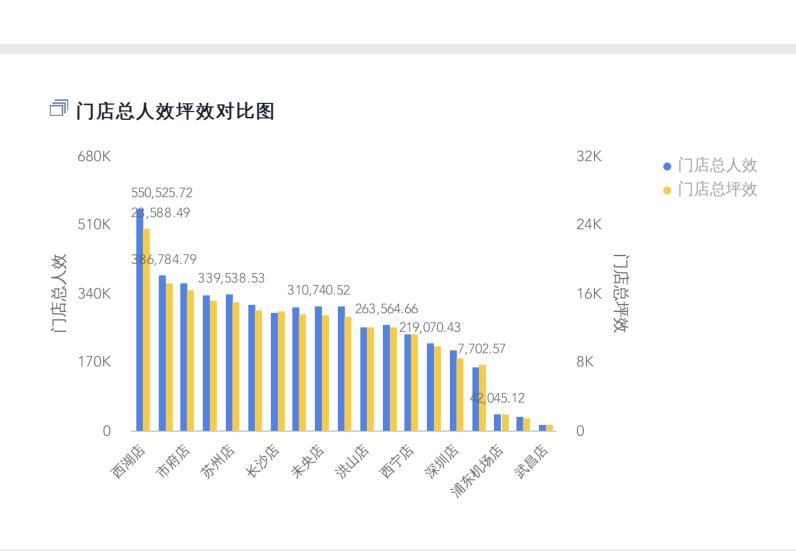


贡献同环比	乙图									
日期	日期	2016年01月	2016年02月	2016年03月	2016年04月	2016年05月	2016年06月	2016年07月	2016年08月	20
0-50元	营业额	16,843,110.92	15,136,052.90	13,457,485.41	13,529,085.84	15,339,177.90	17,578,880.49	20,051,248.10	20,102,839.73	20
	营业额环比		-10.14%	-11.09%	0.53%	13.38%	14.60%	14.06%	0.26%	
	利润	6,032,744.76	5,597,245.36	4,492,703.12	5,061,345.78	2,911,033.91	8,575,578.29	11,521,085.19	11,966,130.35	11
	利润额环比		-7.22%	-19.73%	12.66%	-42.49%	194.59%	34.35%	3.86%	
	点单数量	965,796.31	1,113,735.45	996,633.73	1,004,925.27	1,031,001.50	1,315,035.72	1,426,340.50	1,406,852.80	1
	点击数量环比		15.32%	-10.51%	0.83%	2.59%	27.55%	8.46%	-1.37%	
50-100元	营业额	10,481,260.79	11,494,375.77	10,655,235.66	10,184,996.51	10,751,868.41	12,413,349.68	13,517,360.58	14,088,893.37	15
	营业额环比		9.67%	-7.30%	-4.41%	5.57%	15.45%	8.89%	4.23%	
	利润	3,872,692.96	4,208,850.38	3,965,732.71	3,772,698.02	3,968,110.36	6,100,642.24	7,135,795.52	7,598,768.26	8









## □ 门店总人效坪效概览

店名	门店总人效	门店总坪效	总人数	总面积	营业额	利润	毛利率
西湖店	550,525.72	23,588.49	100.31	2,341	55,220,647.29	25,702,883.36	46.55%
白云店	386,784.79	17,199.55	100.14	2,252	38,733,377.79	16,200,992.04	41.83%
市府店	367,957.50	16,447.93	99.64	2,229	36,662,428.28	17,098,697.99	46.64%
<u>金水店</u>	337,666.90	15,243.05	99.40	2,202	33,565,195.68	15,595,675.70	46.46%
<u>苏州店</u>	339,538.53	15,061.73	99.94	2,253	33,934,067.91	15,651,132.07	46.12%
无锡店	314,075.37	14,071.23	100.13	2,235	31,449,208.18	14,056,982.29	44.70%
长沙店	293,872.12	13,930.60	100.02	2,110	29,393,556.94	13,457,956.80	45.79%
<u>兰州店</u>	306,854.44	13,675.50	99.47	2,232	30,523,716.90	14,772,579.29	48.40%
未央店	310,740.52	13,583.59	99.67	2,280	30,970,588.35	15,226,216.02	49.16%
南昌店	309,480.08	13,394.36	99.93	2,309	30,927,573.40	14,901,451.28	48.18%

