

**STRATEGIC REPORT  
FOR THE YEAR ENDED 31 JULY 2021**

**SECTION 172(1) STATEMENT**

Section 172 of the Companies Act 2006 requires a director of a company to act in the way he or she considers, in good faith, would most likely promote the success of the company for the benefit of its members as a whole. In this respect the Directors have had regard, amongst other matters, to the:

- Likely consequences of any decisions in the long-term;
- Interests of the Company's employees;
- Need to foster the Company's business relationships with suppliers, customers and others;
- Impact of the Company's operations on the community and environment;
- Desirability of the Company maintaining a reputation for high standards of business conduct;
- and
- Need to act fairly as between members of the Company.

The Directors seek to ensure that their decision making process not only takes into account the Company's purpose, vision and values, together with its strategic priorities, but also reflects, as far as practical and possible, the interests of all stakeholders.

**KEY PERFORMANCE INDICATORS**

The company manages the business by reference to key performance indicators. Each trading outlet is recognised as a profit centre and is measured accordingly. Due to the varied nature of the business, the performance indicators will differ greatly from outlet to outlet, therefore individual monitoring is paramount and is measured daily.

Competent management reporting tools are in place to provide essential current, timely reporting in a clear and precise manner.

Principal indicators used by the company include, but are not limited to;

- (1) Revenue recognized as per the financial statements
- (2) Gross margin = gross profit/gross sales
- (3) Wages sales percentage = staff costs/gross sales