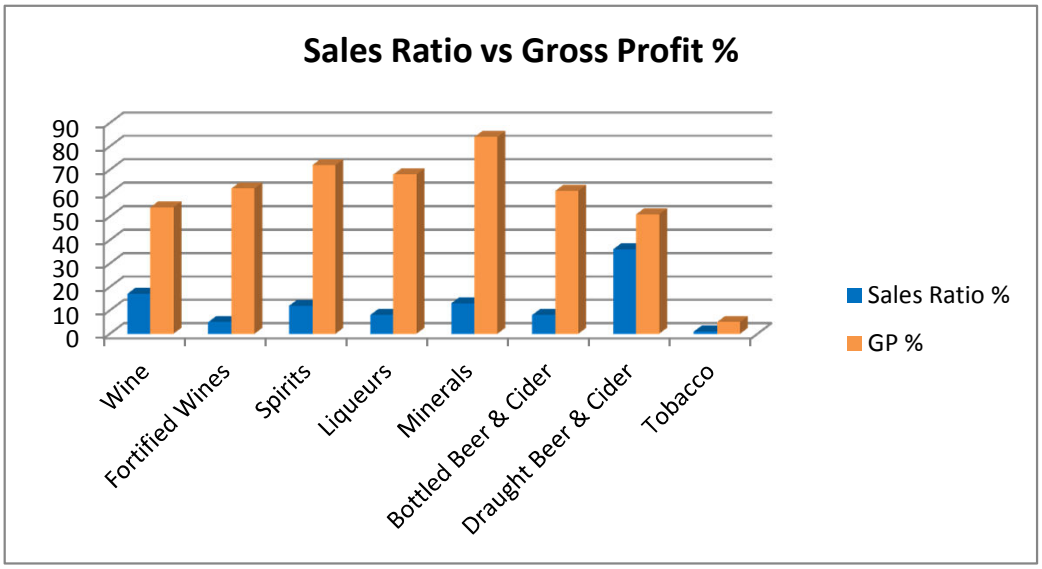
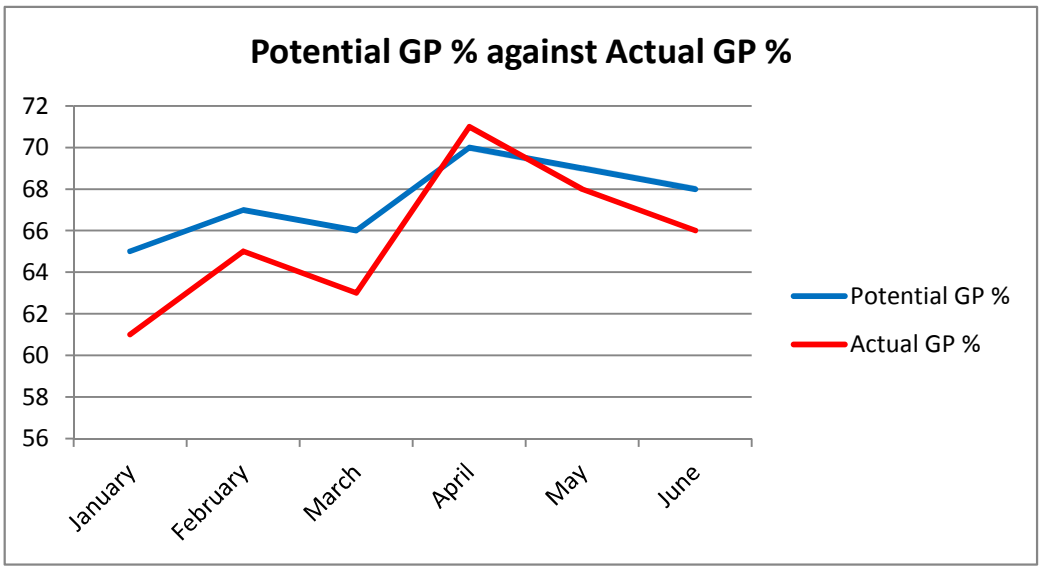
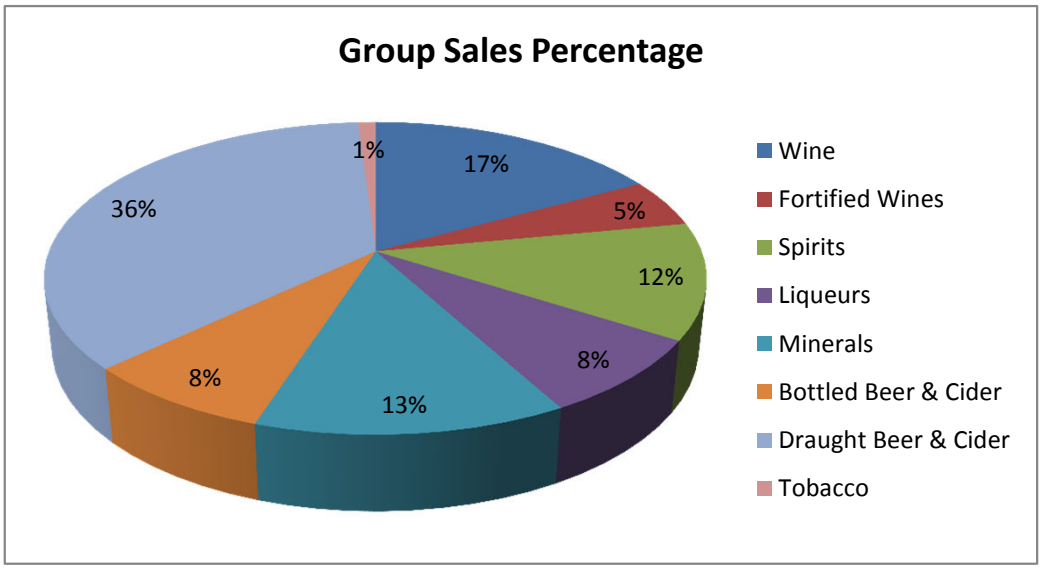
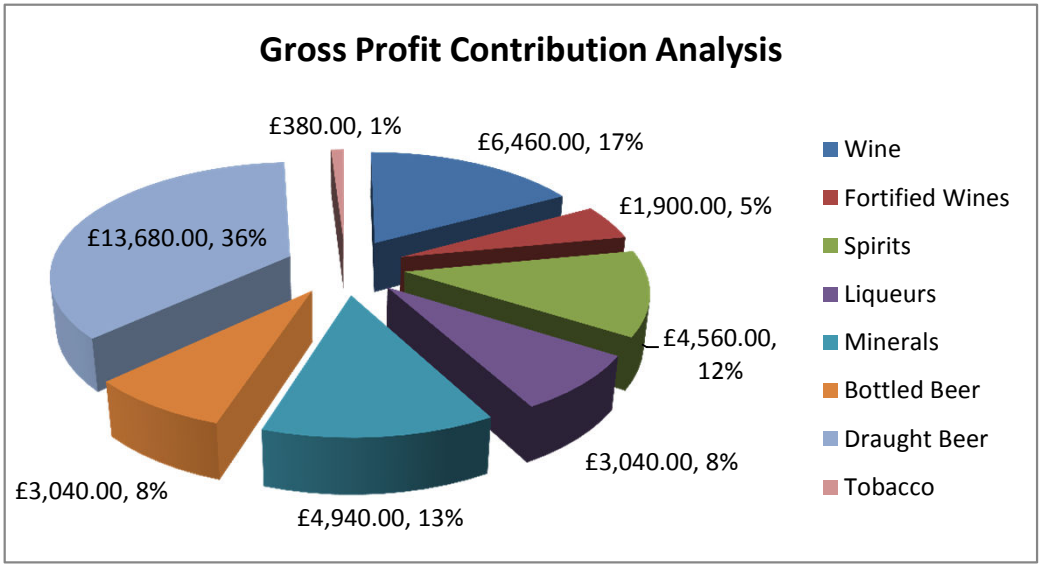
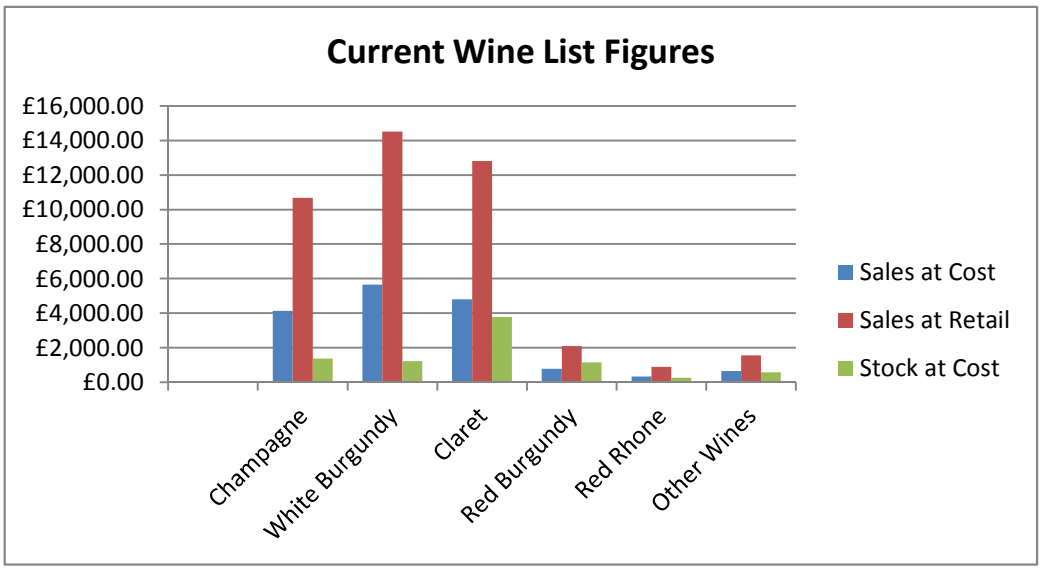
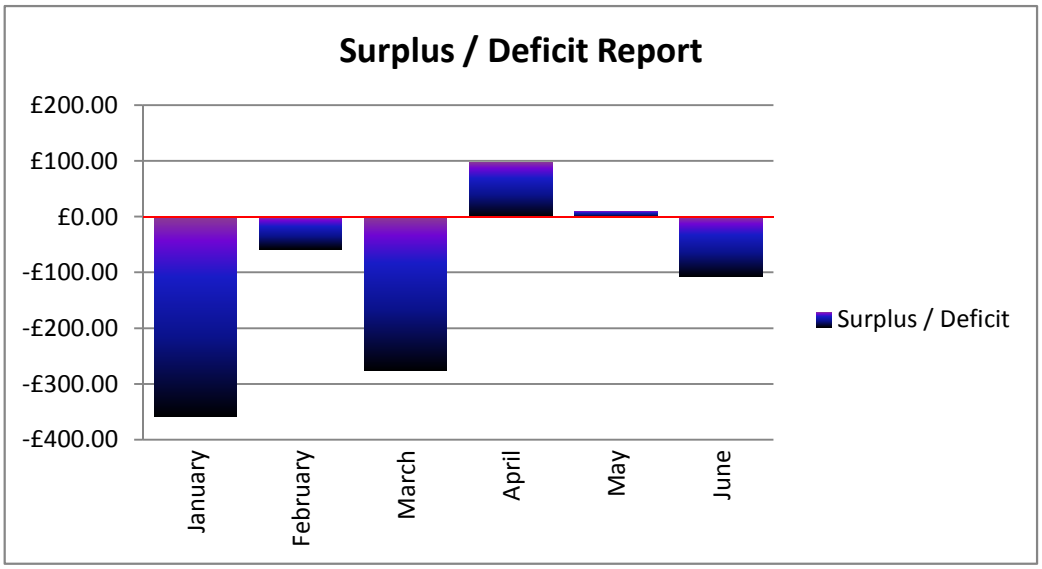

Sales Ratio vs Gross Profit %
90
80
70
60
50
40
30
20
10
0
Wine
Fortified Wines
Spirits
Liqueurs
Minerals
Bottled Beer & Cider
Draught Beer & Cider
Tobacco
Sales Ratio %
GP %


Potential GP % against Actual GP %
72
70
68
66
64
62
60
58
56
January
February
March
April
May
June
Potential GP %
Actual GP %


Group Sales Percentage
1%
17%
5%
12%
8%
13%
8%
36%
Wine
Fortified Wines
Spirits
Liqueurs
Minerals
Bottled Beer & Cider
Draught Beer & Cider
Tobacco


Gross Profit Contribution Analysis
£380.00, 1%
£6,460.00, 17%
£1,900.00, 5%
£13,680.00, 36%
£4,560.00, 12%
£3,040.00, 8%
£3,040.00, 8%
£4,940.00, 13%
Wine
Fortified Wines
Spirits
Liqueurs
Minerals
Bottled Beer
Draught Beer
Tobacco


Current Wine List Figures
£16,000.00
£14,000.00
£12,000.00
£10,000.00
£8,000.00
£6,000.00
£4,000.00
£2,000.00
£0.00
Champagne
White Burgundy
Claret
Red Burgundy
Red Rhone
Other Wines
Sales at Cost
Sales at Retail
Stock at Cost


Surplus / Deficit Report
£200.00
£100.00
£0.00
-£100.00
-£200.00
-£300.00
-£400.00
January
February
March
April
May
June
Surplus / Deficit