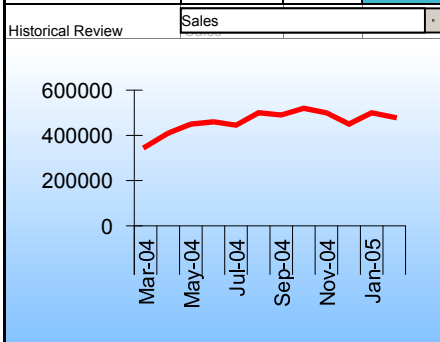


Client Report - One Page Business Plan

Review Period	2005	February		Reasons - comments	
	Actual	Target	Variance	List comments if necessary	
Sales	\$480,000	\$450,000	7%	Received a \$50,000 large order and signed a major contract.	Sales
Profit	\$42,000	\$45,000	-7%		Profit
Number of customers	395	245	61%	More customers being attracted from web	Number of customers
Web visitors	4,000	2,500	60%	Affiliate programs starting to work	Web visitors
Conversion rate	21%	0%	100%		Conversion rate
Leads	1,900	2,000	-5%	Leads are down but our conversion rate is up	Leads
Customer satisfaction	65%	85%	-24%	Need to know why! Investigate customer service follow up	Customer satisfaction
Profit per employee	\$1,950	\$1,700	15%		Profit per employee
Employee Morale	55%	85%	-35%	Morale down as two people were fired	Employee Morale
Client acquisition cost	\$165	\$2,000	-92%		Client acquisition cost
Advertising	\$65,000	\$45,000	44%		Advertising
Number Employees	25	27	-7%	We need to employ a sales manager	Number Employees
Average Value Sale	\$1,215	\$2,500	-51%		Average Value Sale



Major Successes

Hired a new staff member that is performing extremely well. We also introduced a new incentive program for staff. This seems well received and should improve motivation over the coming months.

An order was received from AXCSA one of the largest users in the industry. The contract will run over the next 6 months and have a positive effect on the sales budget.

Major Obstacles

Our suppliers have increased our prices for our raw materials. This will impact our end price. Price rise needs to be implemented.

Had to fire two people for poor performance. Customer service not being done anywhere near the quality it should be.

NEXT MONTHS PLAN



Marketing, sales and customer activities

- Book advert in paper
- Sales training
- Advertise on affiliate sites
- Contact network partners and run a seminar
- New price list to be sent to customers
- Run a promotion "order now before prices increase"

Financial, expense reduction and profit activities

- Implement a tender system
- Change packaging to reduce costs
- Get quotes from new suppliers



Innovation, development, employee motivation

- Finalise product upgrade specifications
- Implement a customer service training program

Systems and processes

- Review customer service system
- Locate possible new couriers as our existing courier is losing parcels

Financial Year Jul-04 to Jun-05	FY Target	YTD Actual	YTD Variance	Next Month
Sales	\$4,310,000	\$3,885,000	1%	\$460,000
Profit	\$405,000	\$370,000	3%	\$45,000
Number of customers	2,015	2,680	48%	200
Web visitors	22,500	27,400	37%	2,500
Conversion rate	11%	18%	31%	14%
Leads	13,200	14,500	23%	1,400
Customer satisfaction	64%	70%	-18%	85%
Profit per employee	\$15,300	\$12,492	-8%	\$1,700
Employee Morale	64%	62%	-28%	85%
Client acquisition cost	\$18,000	\$1,547	-90%	\$2,000
Advertising	\$405,000	\$505,000	40%	\$45,000
Number Employees	243	243	13%	27
Average Value Sale	\$20,116	\$11,995	-33%	\$2,300

