

J's Cupcake company

Report of Company Financial

Jun 2023



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Key Figures

Revenue - Monthly

\$50.1k

Revenue for the month of Jun 2023 was \$50,099, a decrease of 89.2% from the month of May 2023's revenue of \$465,273.

Revenue - YTD (FY)

\$639.3k

Revenue for the financial year (YTD) of 30 Jun 23 was \$639,313, an increase of 48.5% from the financial year (YTD) of 30 Jun 22's revenue of \$430,539.

Expenses - Monthly

\$165.3k

Expenses for the month of Jun 2023 was \$165,299, an increase of 18.5% from the month of May 2023's expenses of \$139,544.

Expenses - YTD (FY)

\$1,053k

Expenses for the financial year (YTD) of 30 Jun 23 was \$1,052,976, an increase of 780.6% from the financial year (YTD) of 30 Jun 22's expenses of \$119,578.

Profit After Tax - Monthly

-\$115.5k

Profit After Tax for the month of Jun 2023 was (\$115,548), a decrease of 135.5% from the month of May 2023's profit after tax of \$325,340.

Profit After Tax - YTD (FY)

-\$415.9k

Profit After Tax for the financial year (YTD) of 30 Jun 23 was (\$415,854), a decrease of 234.2% from the financial year (YTD) of 30 Jun 22's profit after tax of \$309,781.

Net Margin - Monthly

-230.6%

Net margin for the month of Jun 2023 was -230.6%, a decrease of -300.6% from the month of May 2023's net margin of 69.9%.

Net Margin - YTD (FY)

-65.0%

Net margin for the financial year (YTD) of 30 Jun 23 was -65.0%, a decrease of -137.0% from the financial year (YTD) of 30 Jun 22's net margin of 72.0%.

General Dashboard

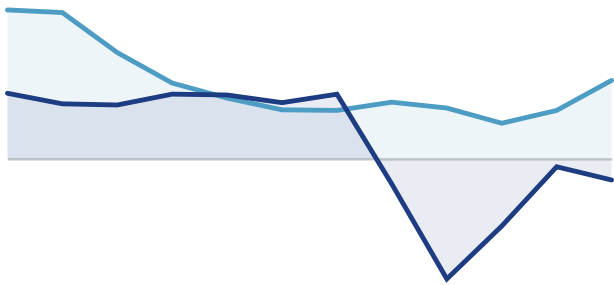
01 July 2022 - 30 June 2023 vs 01 July 2021 - 30 June 2022

Create beautiful interactive dashboards - start with a template or build one from scratch.



Current Ratio ↘ 79.3%

0.73 3.54 average last year



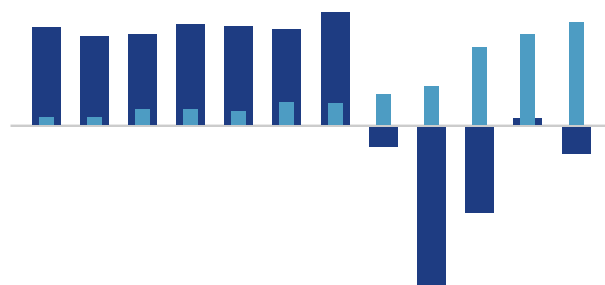
Jul 2022

Jun 2023

The ratio of current assets to current liabilities

Net Assets ↘ 125.8%

(\$94.1K) \$365.4K balance last year



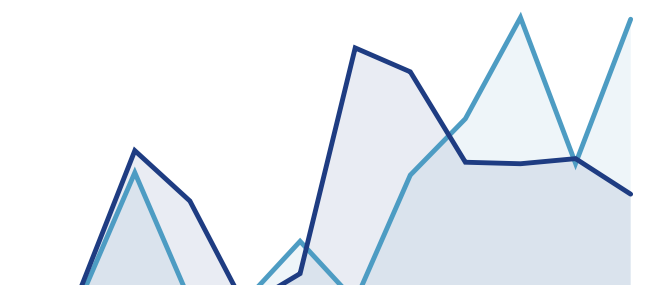
Jul 2022

Jun 2023

Total assets minus total liabilities

Average Customer Spend ↗ 6.7%

\$8.1K \$7.6K average last year



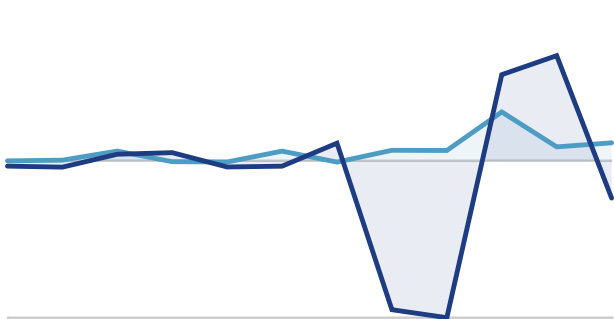
Jul 2022

Jun 2023

The average spend by a customer for a purchase

Net Profit ↘ 221.5%

(\$442.8K) \$364.5K total last year



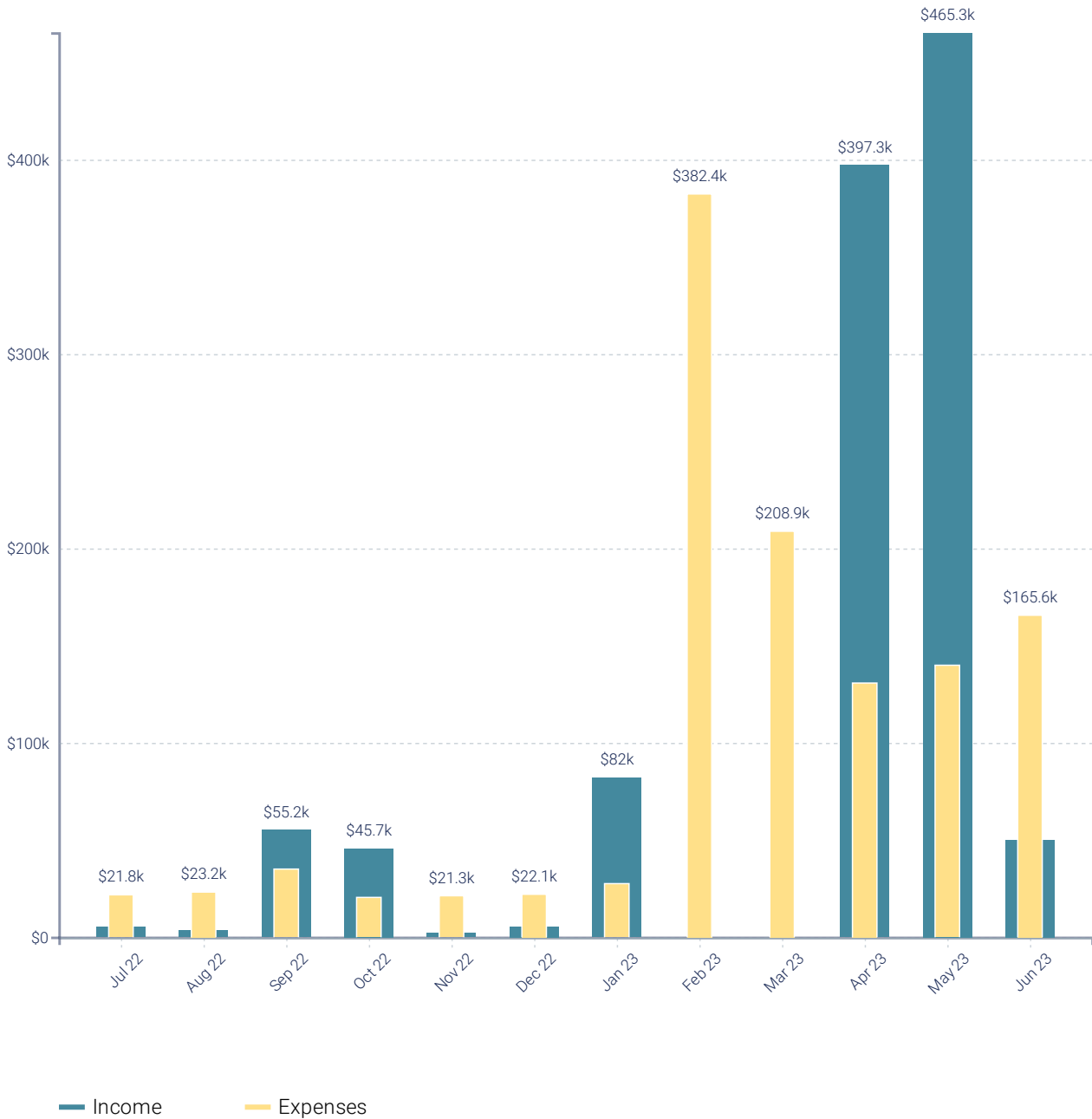
Jul 2022

Jun 2023

The amount of profit retained after incurring all costs

Income Vs. Expenses

01 July 2022 - 30 June 2023



Graph Insights

Income for the period July 2022 to June 2023 was \$756.4k. Average income per month was \$63k. The best performing month was May 2023 (income of \$465.3k) while the worst performing month was March 2023 (income of -\$276.8k).

Expenses for the period July 2022 to June 2023 were \$1,199.2k. Average expenses per month were \$99.9k. The most expenses were incurred in February 2023 (expenses of \$382.4k) while the least expenses were incurred in October 2022 (expenses of \$20.5k).

Loss for the period July 2022 to June 2023 was \$442.8k. Average loss per month was \$36.9k. The best performing month was May 2023 (profit of \$325.3k).

Health Score

01 June 2023 - 30 June 2023 vs 01 May 2023 - 31 May 2023



Health Status

12%



Financial Health Score

2/14

Targets Achieved

	Jun 2023	May 2023	Target	Jun 2023 vs Target	Achieved	Importance
Growth						
Cash	(735,103)	(679,271)	≥ 50	(735,153)	✗	Medium
Net Assets	(\$94,106)	\$21,613	Increasing	-	✗	Medium
Return on Equity	-318.8%	229.0%	Increasing	-	✗	Low
Profitability						
Operating Expense Ratio	329.9%	30.0%	Decreasing	-	✗	High
Net Profit	(\$115,548)	\$325,340	≥ \$0	(\$115,548)	✗	Critical
Net Profit Margin	-230.6%	69.9%	≥ 0.00%	-230.6%	✗	Critical
Return on Equity	-318.8%	229.0%	≥ 0.00%	-318.8%	✗	Medium
Revenue	50,099	465,273	Increasing	-	✗	High
Liquidity						
Cash Balance	(\$735,103)	(\$679,271)	≥ \$0	(\$735,103)	✗	High
Current Ratio	-0.96	-0.34	≥ 2.00	-2.96	✗	Critical
Debtors Days	313.0 days	21.3 days	Decreasing	-	✗	Medium
Creditors Days	7.7 days	7.3 days	Increasing	-	✓	Medium
Solvency						
Net Assets	(\$94,106)	\$21,613	≥ \$0	(\$94,106)	✗	Critical
Other						
Test Dan	\$54,243	\$31,335	Increasing	-	✓	High

VAT Review Overview

01 July 2022 to 30 June 2023

Current VAT	
Output VAT	\$62,421.68
Input VAT	(\$25,123.89)
Current VAT Payable	\$37,297.78

VAT Review	
Current output VAT	\$62,421.68
Account Defaults	\$0.00
Differences In Accounts	(\$69,920.00)
Total	(\$7,498.32)
Potential VAT over declared	(\$69,920.00)
Current input VAT	(\$25,123.89)
Account Defaults	(\$10,565.06)
Differences In Accounts	(\$1,596.09)
Total	(\$37,285.04)
Potential VAT under claimed	(\$12,161.14)

VAT Reconciliation	
Current VAT Payable	\$37,297.78
VAT Refundable Reviewed	(\$44,783.36)
Potential VAT Under Claimed	(\$82,081.14)

Statement of Comprehensive Income

01 April 2023 - 30 June 2023 vs 01 January 2023 - 31 March 2023

	Jun 2023	Mar 2023	Variance	Variance (%)	YTD (FY)
Revenue					
New Group	\$925,671	(\$257,809)	\$1,183,480	▲ (+459%)	\$667,862
New Sales Group	\$925,671	(\$257,809)	\$1,183,480	▲ (+459%)	\$667,862
Total Revenue	\$925,671	(\$257,809)	\$1,183,480	▲ (+459%)	\$667,862
Cost of Sales					
Inventory Costs	\$500	\$364	\$136	▲ (+37%)	\$865
Purchases	\$500	\$364	\$136	▲ (+37%)	\$865
COS	\$425	\$902	(\$477)	▼ (-53%)	\$1,326
Total Cost of Sales	\$925	\$1,266	(\$342)	▼ (-27%)	\$2,191
Gross Profit	\$924,746	(\$259,075)	\$1,183,821	▲ (+457%)	\$665,671
Other Income					
Consulting Fees	(\$13,036)	(\$15,513)	\$2,476	▲ (+16%)	(\$28,549)
Total Other Income	(\$13,036)	(\$15,513)	\$2,476	▲ (+16%)	(\$28,549)
Expenses					
Direct Costs	\$563	\$547	\$17	▲ (+3%)	\$1,110
Direct Freight	\$563	\$547	\$17	▲ (+3%)	\$1,110
Other Expenses	\$408,169	\$594,942	(\$186,773)	▼ (-31%)	\$1,003,111
Advertising	\$5,632	\$7,302	(\$1,670)	▼ (-23%)	\$12,934
Bad Debts	\$563	\$182	\$381	▲ (+210%)	\$745
Wages & Salaries	\$20,499	\$14,577	\$5,922	▲ (+41%)	\$35,076
Total Expenses	\$435,427	\$617,549	(\$182,123)	▼ (-29%)	\$1,052,976
Operating Profit	\$489,320	(\$876,624)	\$1,365,944	▲ (+156%)	(\$387,305)
Profit/Loss Before Tax	\$476,283	(\$892,137)	\$1,368,420	▲ (+153%)	(\$415,854)
Profit/Loss After Tax	\$476,283	(\$892,137)	\$1,368,420	▲ (+153%)	(\$415,854)

Commentary

This is company is doing well.

Executive Summary

Revenue

Revenue for the month of June 2023 was \$52,451, a decrease of 88.9% from May 2023's revenue of \$470,629. June 2023's revenue of \$52,451 was less than the average monthly revenue for the financial year of \$111,310 per month. Current financial year to date revenue at the end of June 2023 is \$667,862, an increase of 57.7% from the prior financial year to date revenue at the end of June 2022 of \$423,529.

Gross Profit

Gross profit for the month of June 2023 was \$52,103, a decrease of 88.9% from May 2023's gross profit of \$470,239. June 2023's gross profit of \$52,103 was less than the average monthly gross profit for the financial year of \$110,945 per month. Current financial year to date gross profit at the end of June 2023 is \$665,671, an increase of 57.6% from the prior financial year to date gross profit at the end of June 2022 of \$422,350.

Gross margin for the month of June 2023 was 104.0%, an increase of 2.9% from May 2023's gross margin of 101.1%. Current financial year to date gross margin at the end of June 2023 is 104.1%, an increase of 6.0% from the prior financial year to date gross margin at the end of June 2022 of 98.1%.

Liability Disclaimer

This report is prepared solely for the confidential use of J's Cupcake company. In the preparation of this report we have relied upon the unaudited financial and non-financial information available for the entity. We have not audited or reviewed the information contained in this report and therefore do not express an opinion or any other form of assurance on the accuracy of the information presented. No party shall be liable for any loss, damage or expense which may be caused to another party by relying on this report.

