

Margin Panel

The "Profit Analysis" Grid has been copied to a new panel on the booking equipment page, as below in the red box-

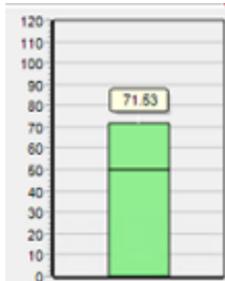
The screenshot shows the 'Modify booking' window with a table of equipment items and a 'Profit Analysis' grid. The grid is highlighted with a red box. The grid shows various financial metrics for the booking, including Rental, Sale, Sundries, Labor, Freight, Crew Expenses, Miscellaneous, and Total. A bar chart on the right of the grid shows the Margin compared with the Target margin. The Margin is 71.53% and the Target margin is 50.00%.

| | Rental | Sale | Sundries | Labor | Freight | Crew Expenses | Miscellaneous | Total |
|---------------|----------|---------|----------|---------|----------|---------------|---------------|----------|
| Pre Discount | 3,492.21 | 150.00 | 804.00 | 0.00 | 25.55 | 0.00 | 0.00 | 4,471.76 |
| Line Discount | 0.00 | 0.00 | | | | | | 0.00 |
| BK Discount | 323.46 | 0.00 | | | | 0.00 | | 323.46 |
| Post Discount | 3,168.75 | 150.00 | 804.00 | 0.00 | 25.55 | 0.00 | 0.00 | 4,148.30 |
| Cost | 401.06 | 110.00 | 670.00 | 0.00 | 0.00 | 0.00 | | 1,181.06 |
| CR/PO Cost | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | | | 0.00 |
| Gross Profit | 2,767.69 | 40.00 | 134.00 | 0.00 | 25.55 | 0.00 | 0.00 | 2,967.24 |
| Margin | 87.34 % | 26.67 % | 16.67 % | 0.00 % | 100.00 % | 0.00 % | 0.00 % | 71.53 % |
| Target % | 30.00 % | 25.00 % | 40.00 % | 60.00 % | 50.00 % | 25.00 % | 25.00 % | 50.00 % |

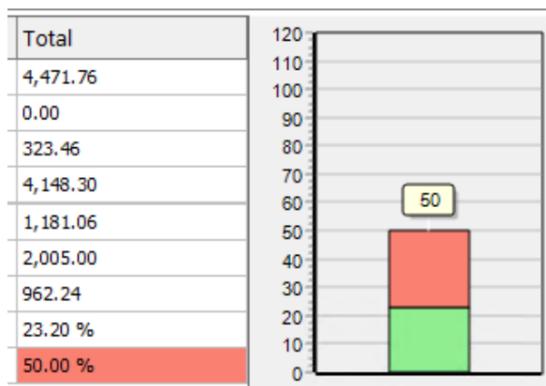
A new button above the equipment grid may be used to display or hide the panel, see below -

The screenshot shows the booking page with a button above the equipment grid. The button has a bar chart icon, indicating it is used to display or hide the profit analysis panel.

To the right of the grid a bar chart shows the Margin compared with the Target margin.



In this case the margin is estimated at 71.53 % and the Target Margin is 50% which is represented by the line at 50%. If the Estimated margin is below the target margin for the booking then the bar will appear partially in red as below -



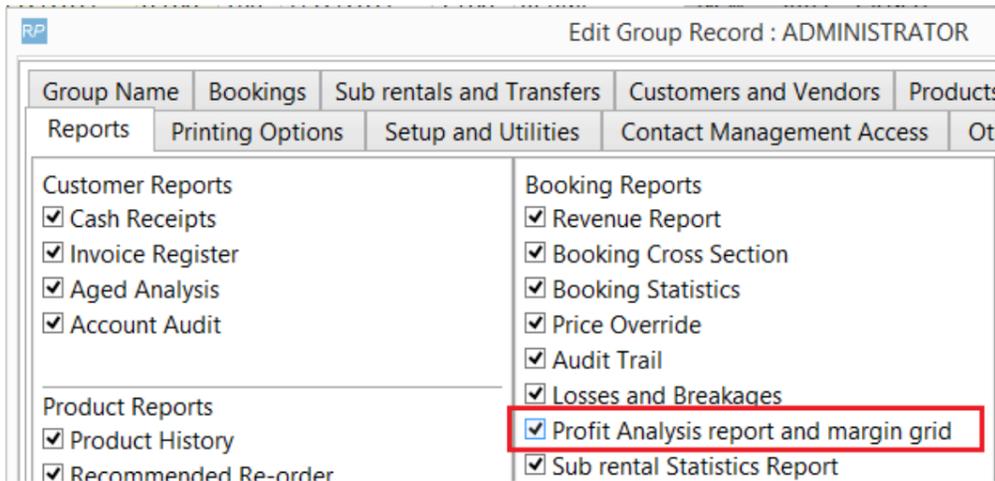
In the example above the total margin for the booking is estimated at 23.20% and the target margin is 50%, therefore the bar graph turns red above the total margin of 23.20%.

Objective

The objective of this “Margin panel” is to display the margins for the booking and to update the figures as equipment is added or adjustments are made. This in turn may help the users and managers to make decision that lead to more profitable outcomes.

Enabling the Margin Panel

Go to the set up menu then “operators”, in each operator group you will see a checkbox as follows –

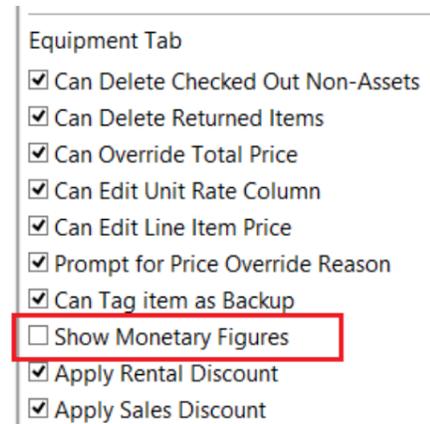


The screenshot shows a software window titled "Edit Group Record : ADMINISTRATOR". It has several tabs: "Group Name", "Bookings", "Sub rentals and Transfers", "Customers and Vendors", "Products", "Reports", "Printing Options", "Setup and Utilities", "Contact Management Access", and "Other". The "Reports" tab is active, displaying two columns of report options. The "Profit Analysis report and margin grid" checkbox is highlighted with a red box.

| Customer Reports | Booking Reports |
|--|--|
| <input checked="" type="checkbox"/> Cash Receipts | <input checked="" type="checkbox"/> Revenue Report |
| <input checked="" type="checkbox"/> Invoice Register | <input checked="" type="checkbox"/> Booking Cross Section |
| <input checked="" type="checkbox"/> Aged Analysis | <input checked="" type="checkbox"/> Booking Statistics |
| <input checked="" type="checkbox"/> Account Audit | <input checked="" type="checkbox"/> Price Override |
| | <input checked="" type="checkbox"/> Audit Trail |
| | <input checked="" type="checkbox"/> Losses and Breakages |
| | <input checked="" type="checkbox"/> Profit Analysis report and margin grid |
| | <input checked="" type="checkbox"/> Sub rental Statistics Report |

Check this to allow access to the operator group.

On the “bookings” tab, in the sub section for the “Equipment Tab”, ensure the box below is checked -



The screenshot shows the "Equipment Tab" settings. It contains a list of checkboxes, with "Show Monetary Figures" highlighted by a red box.

- Can Delete Checked Out Non-Assets
- Can Delete Returned Items
- Can Override Total Price
- Can Edit Unit Rate Column
- Can Edit Line Item Price
- Prompt for Price Override Reason
- Can Tag item as Backup
- Show Monetary Figures
- Apply Rental Discount
- Apply Sales Discount

Cross Rentals

The rental Cross rental (subject to terminology parameter), cost displayed may be the actual or estimated. If the estimated is selected then this may initially be based on the set rates for clients (rather than the rates supplied by outside cross rental supply companies). The user may override the estimated rates and enter a more accurate estimate.

If the user has selected the Actual cross rental costs, then the sum of the cross rentals that are assigned to the booking will be used.

Selecting between estimated and Actual Cross Rental costs

To select between estimated and actual cross rental costs, right click the grid or click the button in the top left hand corner of the grid and select between the two options, as below –

| CH-W | Chairs - white |
|-------------------------------|----------------------------------|
| PAR64 | Par 64 110v (1000w) medium narro |
| | |
| Rental | Sale |
| Rental Cost calculation | 150.00 |
| Cross rental Cost is | 0.00 |
| Grid | Estimated |
| Chart | Actual |
| Add labour est. internal cost | 110.00 |
| | 0.00 |
| | 40.00 |

The user may also select between Estimated and actual on the prices panel, by clicking the button shown below –

| | | | | | |
|--------------------|----------|-------|---------|---|---|
| 3.00 | 0.00 | 49.50 | Sng | 0 | 0 |
| 3.00 | 0.00 | 33.00 | 8200002 | 0 | 0 |
| Actual Sub rental | 3,300.00 | | | | |
| Sub total | 6,521.76 | | | | |
| GST | 553.18 | | | | |
| Exempt | 0.00 | | | | |
| Total Price | 7,074.94 | AUD\$ | | | |

Entering Estimated Cross Rental Costs

There is an 'Estimated Cross rental' column on the equipment grid which the user may type in the figures, this column is hidden by default (to save room on the grid). There are 3 ways to display the column 1. By right clicking the grid and checking the box in the "options" window 2. By right clicking the grid and selecting the column in the right click menu, 3. By clicking on the speed button to the top right hand corner of the equipment grid, as red arrow below –

| disc | Price | Stat | C | W |
|------|----------|------|---|---|
| .00 | 120.00 | Sng | ✓ | ✓ |
| .00 | 2,400.00 | PAK | ✓ | ✓ |

Then the user may edit the line and tab across to the estimated cross rental (subject to terminology parameter), column and type over the system generated rate (based on your own rates) or the user may hold down the <Ctrl> key and click the estimated cross rental field to directly edit the field, then press <Tab> to finish, as below –

| Quantity | Avail | Short | ub rental | Est. Sub rental | P |
|----------|-------|-------|-----------|-----------------|---|
| 12 | 4 | 8 | 8 | 230.00 | |
| 10 | 0 | 10 | *11.00 | 0.00 | |
| 1 | 9 | 0 | 0 | 450.00 | |
| 1 | See | List | 0 | 1,200.00 | |

In the above, there are 8 that are predicted to be cross rented (Sub rental is shown), and the cost is 230.00.

Cross Rental History

To enter more accurate cross rental cost estimates the user may click the button to the right of the Est. Sub Rental field and a small window will open –

Estimated Sub rental cost for product :PAR56

Estimated Sub rental cost: 230.00

Estimated Sub rental Days: 0.00

Search: Customers Vendors

Expected Vendor: [Empty]

Notes: [Empty]

Buttons: Show History, Save, Cancel

Then by clicking the “Show History” button the software will display previous cross rentals of the select product, in a new window as below –

| Code | Company | Dates | Quantity | Unit Rate | Discount | |
|-------|---------------|-------------------------|----------|-----------|----------|--|
| GTCTR | Guitar Center | 24/11/2018 - 27/11/2018 | 2 | 455.00 | 0.00 | <input checked="" type="checkbox"/> Use Vendor |

Buttons: Cancel

The above shows the product was previously rented from the “Guitar Center” for 455.00 a day.

By clicking the “Use Vendor” button the software will remember the vendor for next time.

Estimated Sub rental cost for product :PAR56

Estimated Sub rental cost: 1365

Estimated Sub rental Days: 3

Search: Customers Vendors

Expected Vendor: GTCTR

Notes: This is likely the vendor we will use for this booking, talk to Bob for a better deal!

Buttons: Show History, Save, Cancel

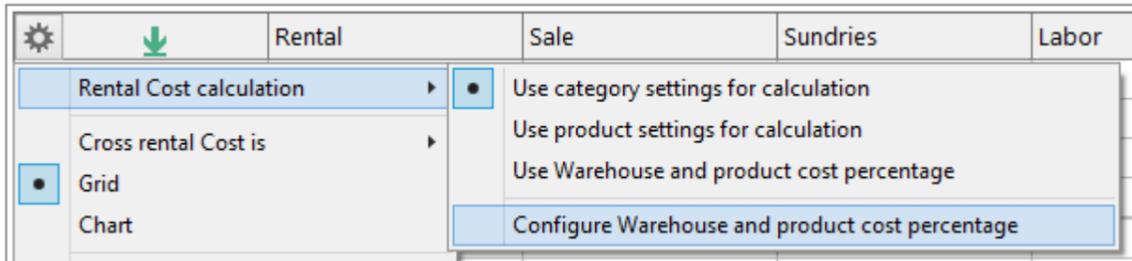
Above, since the term of the booking is 3 days and the cost may be 455 per day, the operator has entered 1,365 as the estimated Sub Rental Cost.

The user may also type some notes in the box, these will not print or display on client facing documents.

Adding Fixed Asset warehouse and finances costs

These are the costs to own (finance) and store the product.

By clicking the button in the top left of the margin panel, then selecting the menu option shown below-



A Windows will appear where the fixed warehouse and product or asset finances costs can be entered, as below –

In the example above, the warehouse cost per year has been estimated at 183.333 per cubic foot (subject to a terminology parameter, this could be metres). This is done by dividing the total warehouse cost by the cubic area that the asset occupies in the warehouse.

To get a more accurate figure, only the usable warehouse storage space | cubic feet/metres should be entered, otherwise the air space above the racking which cannot be used will distort the cost figure.

The equipment percentage is an attempt to estimate the cost of financing the asset, so for example if the asset cost 1,000 to purchase and the percentage was 10% then the cost per year would be 100. The software then divides this cost by the number of days the product will be used for. So in this example if the product was going to be used for 3 days then the calculation would be $(1000 \text{ (cost)} / 10 \text{ (percentage)}) / 365 * 3 \text{ (days)} = 8.22$.

The user can also select to use a standard cost based on the product or category percentages.

In the product properties there is a Profit margin tab, here the percentage can be added for the product -

In the category folder the field is called 'Standard cost' as shown below -

The costs calculated will then be shown on the grid in the column shown below in the red box –

| | | |
|---------------|--|----------|
| | | Rental |
| Post Discount | | 3,527.76 |
| Cost | | 351.25 |
| CR/PO Cost | | 3,300.00 |
| Gross Profit | | -123.49 |
| Margin | | -3.50 % |
| Target % | | 30.00 % |

Adding Crew overhead costs

For in house crew overhead costs such as taxes, payroll costs, vacation, sick pay, Superannuation etc may contribute significantly to the hours rate set as the cost for in house crew.

In the example below a General Labour designation has a cost of 45 per hour -

| | | |
|-----------------------------------|------------------------------------|---|
| Crew Entry | Notes | |
| Designation | Task | Start Date |
| GENLAB - General labour | 11 - Prep | 19/04/18 |
| Time | Qty | |
| 0800 | 1 | |
| Job Description | End Date | Time |
| Test and Clean | 19/04/18 | 1200 |
| Our Cost | | |
| Technician | Avail | Technician Rate |
| Joe Smith - JS | Yes | 45.00 |
| H/D | Technician Extended | Job Offered Status |
| H | 180.00 | Approved |
| Confirmation Level | 22/01/2018 11:03 | |
| Unconfirmed | | |
| <input type="checkbox"/> Conflict | <input type="checkbox"/> Confirmed | <input type="checkbox"/> Meet at venue. |

If this does not include the overheads then a percentage may be added by right clicking the Margin grid or clicking on the menu in the top left hand corner, the select the menu option below and type in the percentage to be added to the cost.

| | | | |
|--------------|--|----------|---------|
| | | Rental | Sale |
| | | | 150.00 |
| | | | 0.00 |
| | | | 0.00 |
| | | | 150.00 |
| | | | 110.00 |
| | | | 0.00 |
| Gross Profit | | 5,832.32 | 40.00 |
| Margin | | 88.72 % | 26.67 % |
| Target % | | 25.00 % | 25.00 % |

In the example below I have entered 25%, this means the cost for in-house labour will be increased by 25%.

RP Enter Value

In House labor overhead percentage, this percentage only applies to in house labor.

25.00

The cost for freelance or agency labour will not be effected.

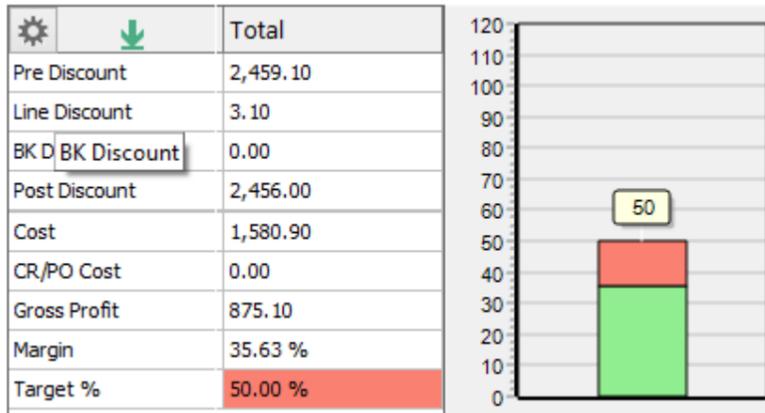
Sales Type Bookings

The equipment grid columns are a bit different, the cost price and mark-up percentages are shown, as below -

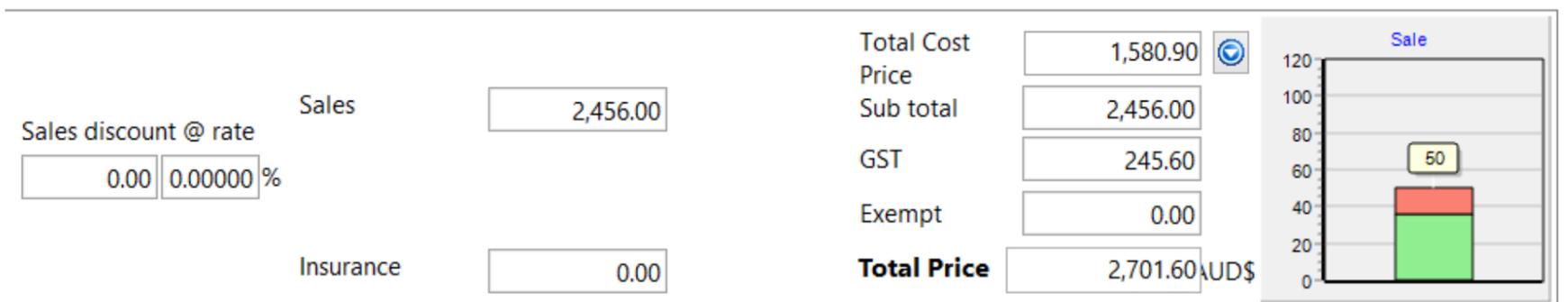
| Description | Quantity | Avail | Short | Cost Price | % Markup | Unit Rate | %disc | Price |
|-----------------------------------|----------|-------|-------|------------|----------|-----------|-------|----------|
| Plywood one size | 5 | - | 0 | 4.50 | 411.111 | 23.00 | 0.00 | 115.00 |
| HP Toner | 1 | 0 | 1 | 245.00 | 50.000 | 367.50 | 0.00 | 367.50 |
| scora a4s | 1 | - | 1 | 1200.00 | 50.000 | 1,800.00 | 0.00 | 1,800.00 |
| Banners - Daisy - 1845mm x 1810mm | 1 | - | 1 | 66.00 | 50.000 | 99.00 | 0.00 | 99.00 |

The user may type over the cost price field or adjust the % Mark-up or Unit rate (subject to operator access privileges).

In this example (below) Margin panel shows that the sales margin target of 50% has not been met.



On the pricing panel, the estimated cross rental cost is replaced by the total cost price and the graph shows the total sales only, as below -



Target Margin Report

This report shows managers all the bookings that are below the target margin for sales and rentals, based on the filters shown below such as location (if a multi-location system), operator, Progress Status and the days range (ahead and behind).

Target margins

| Booking # | Company | Showname | Warehouse Out date | Warehouse In date | Salesperson | Amount | Target Margin | Margin | Invoiced | Progress Status |
|--------------|---------------------------------------|---------------|--------------------|-------------------|-------------|---------|---------------|--------|----------|-----------------|
| AVBRIDG00004 | Audio Visual Bridges Data Systems Inc | master | 22/02/18 | 26/02/18 | KS | 6521.76 | 45.00 | -4.78 | Y | Confirmed |
| 1ACME00053 | The Acme Inc | | 19/02/18 | 21/02/18 | | 2971.17 | 50.00 | 20.85 | Y | Confirmed |
| ACREDIT00002 | First Credit Group | Direct billed | 09/09/18 | 18/09/18 | KS | 2335.75 | 50.00 | 47.17 | Y | Confirmed |
| 001-MEYD0001 | The Meydan Hotel | | 09/04/18 | 09/04/18 | | 2456.00 | 50.00 | 35.63 | N | Confirmed |

The booking shown in blue for the Meyden Hotel, is a sales type booking.

The figure shown in the 'Margin' column is the margin percentage last calculated in the booking window, this may use the estimated cross rental figure or the actual cross rental figure.

The report displays as a grid (shown above) and is a tab on the overdue for reminders report, it then may be printed.

Double clicking a booking on the grid, opens it.

Sales in a Rental type booking

For sales items in Rental type bookings, the sub rental quantity field is replaced by the cost price, as shown below -

| Code | Description | Quantity | Avail | Short | Sub rental | Unit Rate | Days | %disc | Price | Stat |
|-------|-------------------------|----------|-------|-------|------------|-----------|------|-------|--------|------|
| GAFF2 | Gaffa Tape Black Fabric | 10 | 0 | 10 | *12.00 | 15.00 | | 0.00 | 150.00 | SngS |

The total sales is shown in the margin panel as below, in this example the margin % for sales type items is 20% and the target is 50% -

| | Rental | Sale |
|---------------|----------|---------|
| Pre Discount | 6,897.36 | 150.00 |
| Line Discount | 0.00 | 0.00 |
| BK Discount | 323.46 | 0.00 |
| Post Discount | 6,573.90 | 150.00 |
| Cost | 741.58 | 120.00 |
| CR/PO Cost | 0.00 | 0.00 |
| Gross Profit | 5,832.32 | 30.00 |
| Margin | 88.72 % | 20.00 % |
| Target % | 25.00 % | 50.00 % |

Estimating Freight Costs

If your company Cross rents trucks for bookings, then the estimated costs can be entered in the equipment grid like any normal rental product, except that in the product properties there is a checkbox that must be checked to indicate that it is a cross rented trucking.

Edit Product Record : Daisy Van

General | Picture | Rental Rates | Sales | Notes | Location | Attachments

Product Information

Product Code: DAVAN
 Description: Daisy Van
 Model No.: Daihatsu
 Color: Black
 Qty Owned: 2.00 (All Locations)
 Country of Origin: England
 Revenue Code:
 Default Accessory Discount:
 Non-tracked Barcode:
 Printing Descriptions: Printing Options
 Description for Client Facing Documents: Daihatsu Hi-Jet Pickup
 Product Options: Transfer Options | Unit Sp
 For Individual Rental / Sale
 Barcode Track
 Don't allow product to be discounted
 Product is a Generic Item
 Expand When Added to a Booking
 Auto Checkout this Item
 Warehouse active
 When Cross rented, the cost is freight

See above in the bottom right hand corner of the snippet.

When this product is added to the equipment grid with an estimated cross rental cost, then the cost will go into the freight field in the margin grid.

| Est. Sub rental | | | | | | | | | | | | | | | |
|-----------------|-----------|---|---|---|---|---|---|----------|------|------|------|------|-----|-------------------------------------|-------------------------------------|
| DAVAN | Daisy Van | - | 1 | + | - | 0 | 0 | 1,200.00 | 0.00 | 1.00 | 0.00 | 0.00 | Sng | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

| Freight |
|----------|
| 1,500.00 |
| 0.00 |
| 1,200.00 |
| 300.00 |
| 20.00 % |
| 50.00 % |

In the above example the price to the client for freight is 1,500, the estimated cross rental cost for the Daisy Van is 1,200.

Therefore the margin for freight is estimated at 20%, which is below the target of 50%.

Actual Sub rental Freight Costs

Once cross rentals have been booked, the margin calculations can be changed to use the actual cross rental costs, this is done by right clicking the margin grid or selecting the menu, as below.

| K | | | | | | |
|---|----------|------|------|------|------|-------|
| 0 | 1,200.00 | 0.00 | 1.00 | 0.00 | 0.00 | ALPH4 |

| Freight | Crew Expenses | Miscellaneous | Total |
|----------|---------------|---------------|----------|
| 1,500.00 | 0.00 | 0.00 | 2,971.16 |
| 0.00 | 0.00 | | |
| 1,100.00 | | | |
| 400.00 | 0.00 | | |
| 26.67 % | 0.00 | | |
| 50.00 % | 25.0 | | |

Menu: Rental Cost calculation, Cross rental Cost is, Grid, Chart, Add labour est. internal cost

Estimated: Actual

The freight costs will then display the actual costs by adding up all the freight line items in the booking. In the above example a cross rental has been booked from ALPH4 at a cost of 1,100, which then gives a margin of 26.67% which is still below the target of 50%.

Estimating Crew Costs

When entering crew designations on the crew grid, ensure you enter the technician costs as below as below in the red box.

For freelance crew this would be the estimated cost for the technician.

Technician Assignments - 3M-CAN00029

Crew Entry | Notes

Designation: 1INSTALL - Installation Labour | Task: 2 - Install | Start Date: 20/01/18 | Time: 0730 | Qty: 4

Job Description: | End Date: 20/01/18 | Time: 1800 | Split Lines

Our Cost

Technician: Unassigned - | Avail: | Technician Rate: 35.00 | H/D: H | **Technician Extended: 1470.00** | Job Offered Status: Not Offered | 9/12/2017 11:17

Confirmation Level: Unconfirmed | Conflict | Confirmed | Meet at venue.

Potential Sub rental

Client Charge | Reload Rates

O/R Rate: No | Select Rate: 1 - Hourly Rate 1 @ 70.00 P/H | Rate: 70.00 | H/D: H | Total Price: 2940.00

The technician extended price can be seen on the grid in the 'Tech extended' column, as below -

| Total price | Tech rate | H/D | Tech extended |
|-------------|-----------|-----|---------------|
| 2940.00 | 35.00 | H | 1470.00 |
| 700.00 | 35.00 | H | 350.00 |
| 245.00 | 35.00 | H | 122.50 |
| 245.00 | 35.00 | D | 35.00 |

At the bottom of the window the total crew cost will be displayed, as below in the Est. Internal Charge field -

| Total Crew | |
|--------------------|----------------------|
| Est. Client Charge | Est. Internal Charge |
| 5705.00 | 2642.50 |
| | Actual Internal Cost |
| | 0.00 |

The Crew Client charge and cost prices will be shown on the margin panel and compared with the target.

| | Labor |
|---------------|----------|
| Pre Discount | 5,705.00 |
| Line Discount | |
| BK Discount | |
| Post Discount | 5,705.00 |
| Cost | 1,435.00 |
| CR/PO Cost | 1,470.00 |
| Gross Profit | 2,800.00 |
| Margin | 49.08 % |
| Target % | 50.00 % |

As above the estimated crew/labour margin in this booking is 49.08% which is below the target 50%.