

Margin Panel

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

Modify booking

Out 13/02/18 0900 In 21/02/18 1800 AVBRIDG00006 Location 0 - Fitzroy North

Customer Calendar Equipment Crew Venue Notes Payments Attachments Other Details Status Followup

Save Cancel

Code Description Quantity Avail Short Sub rental Prep Qty Quick T/A Unit Rate Days %disc Price Stat C W

Auditorium | Out:13/02/18 @ 09:00 In:21/02/18 @ 18:00

FR1000 Fresnel 1000w 1 30 0 0 0 0 21.00 2.00 0.00 42.00 Sng

CF-FR Colour Frame for Fresnel 1000w 1 20 0 0 0 0 2.10 2.00 0.00 4.20 prt

MIC01 Microphone 1 15 0 0 0 0 84.00 8.00 0.00 672.00 prt

F-STAND Floor Stand for Microphone 1 32 0 0 0 0 5.00 2.00 0.00 10.00 Sng

H-STAND Floor Stand with Bolt 1 10 0 0 0 0 2.10 2.00 0.00 4.20 Sng

SW Safety Wire 1 3 0 0 0 0 2.10 2.00 0.00 4.20 prt

HC Hook Clamp - 50mm 2 30 0 0 0 0 14.00 2.00 0.00 56.00 prt

PAR56 Par 56 240v (300w) medium narrow 12 4 8 8 0 0 4.20 2.00 0.00 100.80 Sng

GAFF2 Gaffa Tape Black Fabric 10 0 10 11.00 0 0 15.00 0.00 150.00 SngS

1/2TON 1/2 Ton Chain Motor w/60' Chain 1 9 0 0 0 0 60.00 2.00 0.00 120.00 Sng

M40X60 Marquee 40x60 1 See List 0 0 0 800.00 3.00 0.00 2,400.00 PAK

M-MID Mid section - white 1 11 0 0 0 0 266.67 3.00 0.00 800.00 prt

END End section - white 2 4 0 0 0 0 266.67 3.00 0.00 1,600.00 prt

CH-W Chairs - white 50 0 50 0 0 0 0.50 3.00 0.00 75.00 Sng

PAR64 Par 64 110v (1000w) medium narrow 2 10 0 0 0 0 2.75 3.00 0.00 16.50 Sng

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 0.00 0.00 0.00 0.00 0.00

BK Discount 323.46 0.00 0.00 0.00 0.00 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 0.00 1,181.06

CR/PO Cost 0.00 0.00 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 %

71.53

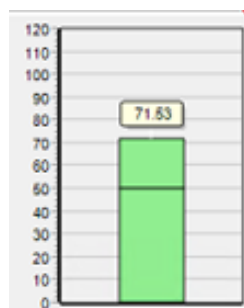
A new button above the equipment grid may be used to display or hide the panel, see below -

1800 AVBRIDG00006 Location

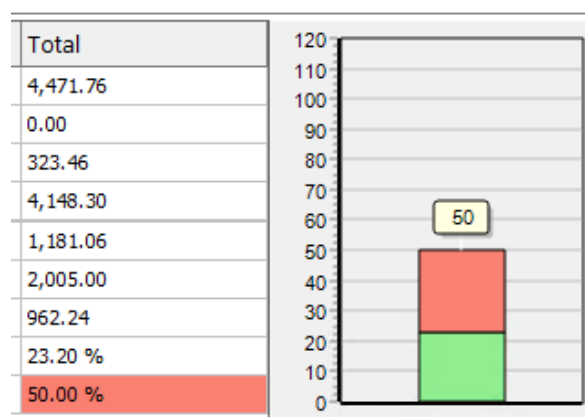
Equipment Crew

Margin

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 –

RP

Edit Group Record : ADMINISTRATOR

Group Name

Bookings

Sub rentals and Transfers

Customers and Vendors

Products

Reports

Printing Options

Setup and Utilities

Contact Management Access

Other

Customer Reports

☒ Cash Receipts

☒ Invoice Register

☒ Aged Analysis

☒ Account Audit

Product Reports

☒ Product History

☒ Recommended Re-order

Booking Reports

☒ Revenue Report

☒ Booking Cross Section

☒ Booking Statistics

☒ Price Override

☒ Audit Trail

☒ Losses and Breakages

☒ Profit Analysis report and margin grid

☒ 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 -

Equipment Tab

☒ 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

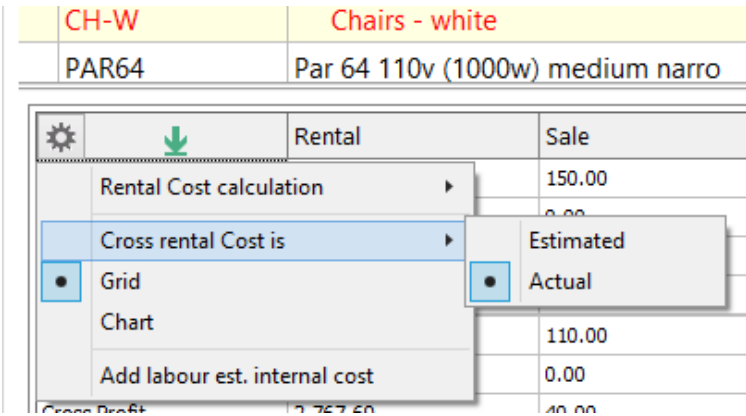
Cross Rentals

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.

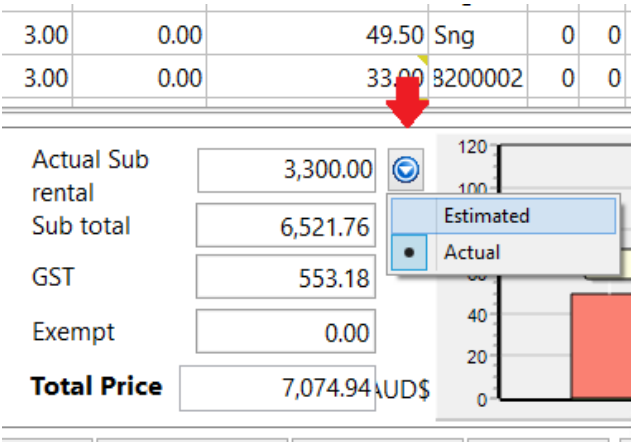
If the user has selected the Actual cross rental costs, then the sum of the cross rentals that are assigned to the booking will be used.

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 –

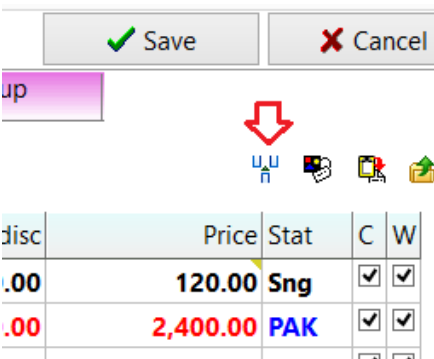


The user may also select between Estimated and actual on the prices panel, by clicking the button shown below –



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 –



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

Notes

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 –

Sub rental History For [PAR56]

Code	Company	Dates	Quantity	Unit Rate	Discount
GTCTR	Guitar Center	24/11/2018 - 27/11/2018	2	455.00	0.00

Use Vendor

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!

Show History

Save

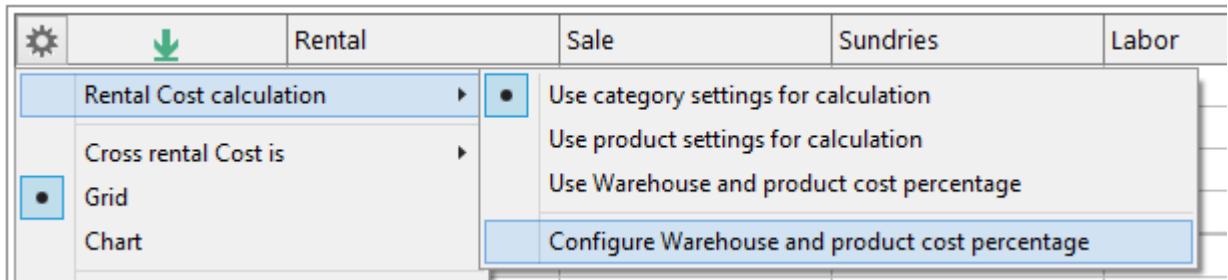
Cancel

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 –

A screenshot of a 'Warehouse Settings' dialog box. The dialog has a title bar with 'RP' and 'Warehouse Settings'. Below the title bar is a blue header with the text 'Enter the details for the Warehouse parameters.' The main area contains four input fields: 'Warehouse cost per year' with a value of 20000, 'Warehouse Volume in Cubic feet' with a value of 1200, 'Warehouse cost per Cubic feet' with a value of 183.333, and 'Equipment Percentage' with a value of 10. Below the fields are 'OK' and 'Cancel' buttons.

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 l 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 (cost) / 10 (percentage)) / 365 * 3 (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 -

A screenshot of the 'Profit Margin' tab in a software interface. The tab is selected, and the 'Purchase Percent' field is set to 10. The dropdown menu is set to 'Yearly'. Below the field is a text box explaining the calculation: 'This is a percentage of the cost price of the product, per year/month/day. It is used to calculate the daily cost of renting the product in the profit analysis grid. For example - if the cost of lease finance is 10% per year, then enter 10 for yearly.'

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

A screenshot of the 'Equipment Category' form. The form has a title bar with 'RP' and 'Equipment Category'. It contains three input fields: 'Category Code' with the value 'LEDWALLS', 'Description' with the value 'LEDWALLS', and 'Standard Cost %' with the value '25'. The 'Standard Cost %' field is highlighted with a red border.

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

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
	Rental Cost calculation		150.00
	Cross rental Cost is		0.00
	Grid		0.00
	Chart		150.00
	Add labour est. internal cost		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

OK

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

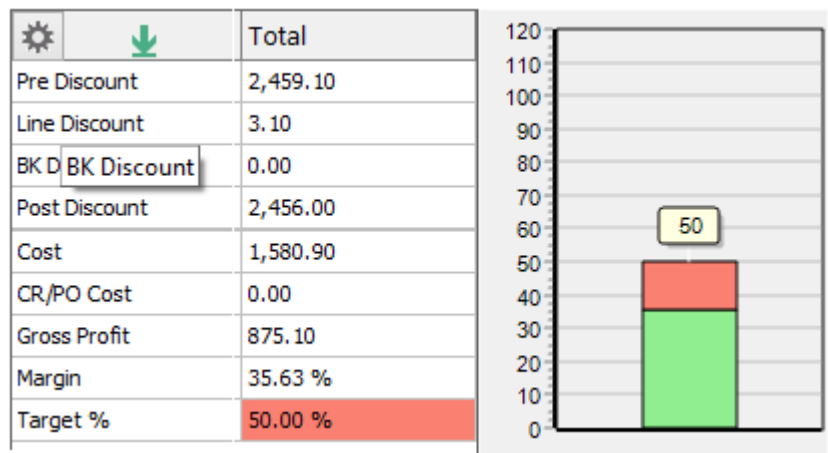
Sales Type Bookings

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

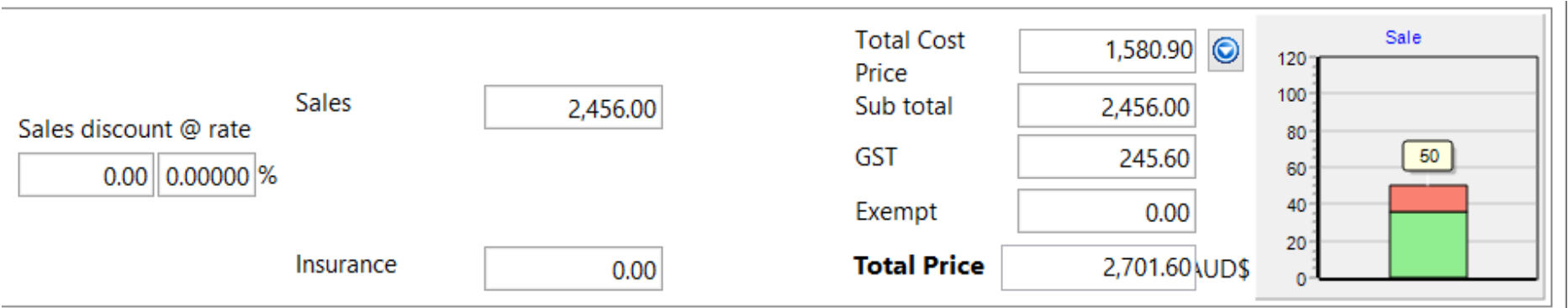
Description	Quantity	Avail	Short	Cost Price	% Markup	Unit Rate	%disc	Price
Plywood one size	5	-	0	4.50	411.111	23.00	0.00	115.00
HP Toner	1	0	1	245.00	50.000	367.50	0.00	367.50
scora a4s	1	-	1	1200.00	50.000	1,800.00	0.00	1,800.00
Banners - Daisy - 1845mm x 1810mm	1	-	1	66.00	50.000	99.00	0.00	99.00

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.

RP

Edit Product Record : Daisy Van

GeneralPictureRental RatesSalesNotesLocationAttachments

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"/>

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		

Rental Cost calculation

Cross rental Cost is

Grid

Chart

Add labour est. internal cost

Estimated

Actual

120

100

80

60

40

20

0

50

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.

RP 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

Copy Designation Copy Task

Our Cost

Technician: Unassigned - Avail: 35.00 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	5705.00
Est. Internal Charge	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%.