



Rentalpointv11 Profit Margin Report

This report displays the gross profit and gross profit margin of each segment within a booking. All values in the report are pre-tax values.

Grid vs. Textboxes

The Profit Margin provides you with an estimation area that allows you to fictitiously alter the values of the booking to determine the best way to achieve the greatest profit. The grid in the upper half of the screen contains all booking values; the system calculates and displays the values for you. These values are copied into the textboxes in the bottom of the screen. There are several boxes that allow you to adjust the booking values to get the profit margin that you want. By adjusting these values you are not actually changing the values in the booking, you are merely creating a 'what if' scenario. Say you give a client a \$1500 discount on rental equipment. You can try increasing or decreasing the discount and observe how the figures change.

Detailed Breakdown

This is a breakout of all the values that are included in the Profit Margin calculations. It displays a listing of equipment, sundries and crew as well as the equipment, sundries and crew of all attached cross rentals and purchase orders.

Print Grid to Screen

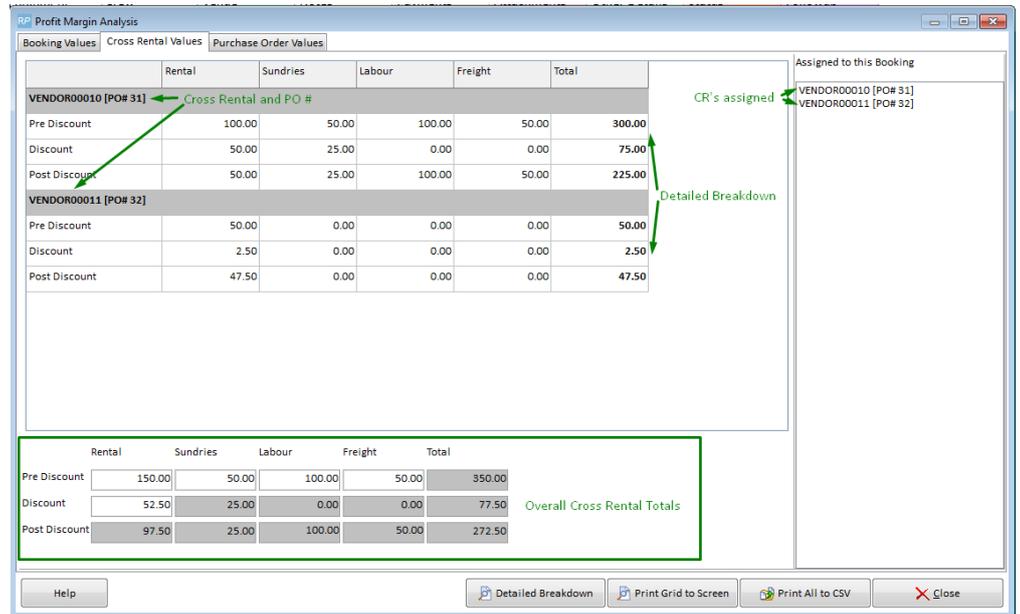
This launches the interactive pie chart, more commonly known as the Profit Analysis report.

Print All to CSV

This will print all the figures on the screen to a CSV report.

Tabs

Cross Rental Values The value from items that are on cross rentals that are assigned to the booking.



	Rental	Sundries	Labour	Freight	Total
VENDOR00010 [PO# 31]					
Pre Discount	100.00	50.00	100.00	50.00	300.00
Discount	50.00	25.00	0.00	0.00	75.00
Post Discount	50.00	25.00	100.00	50.00	225.00
VENDOR00011 [PO# 32]					
Pre Discount	50.00	0.00	0.00	0.00	50.00
Discount	2.50	0.00	0.00	0.00	2.50
Post Discount	47.50	0.00	0.00	0.00	47.50

	Rental	Sundries	Labour	Freight	Total
Pre Discount	150.00	50.00	100.00	50.00	350.00
Discount	52.50	25.00	0.00	0.00	77.50
Post Discount	97.50	25.00	100.00	50.00	272.50

Overall Cross Rental Totals

Booking Values The value from items within the booking itself.

Purchase Order Values The value from items that are on purchase orders that are assigned to the booking.

Grid Values

Pre Discount Total amount before any discounts have been applied; this includes both line item discounts and overall discounts.

Discount Sum of all discounts; this includes both line item discounts and overall discounts. Discounts do not apply to certain segments such as labour and freight, so the values will always be blank.

Post Discount Total amount after discounts have been applied (both line item discounts and overall discounts). This is the amount that the client is being charged.

Cost The expenditure that your company incurs as a result of providing this particular service. The calculations for the individual segments can be found in Explanation of Cost Values below.

CR/PO Cost This is short for 'Cross Rental and Purchase Order Cost', although terminology within your company may be different. This is the value of items on the cross rentals and purchase orders that are attached to the booking. For example, a shortage occurs for a Sales item within the booking. You create a PO to order more stock to cover the shortage. You have to pay freight of \$30 on the PO to have the item shipped to your warehouse. The \$30 displays in the CR/PO Cost.

Gross Profit This is a calculation of Post Discount minus Cost minus CR/PO Cost.

Margin This is the Gross Profit value expressed as a percentage; Gross Profit divided by Post Discount.

Explanation of Cost Values

Rental To calculate the Rental Cost, the system uses the post discount value of a rental item and multiplies it by the Standard Cost Percentage (SCP). The SCP can be entered on the category level. If the SCP on the category is > 0, then the system will use the SCP from the category. However if the SCP from the category is 0, the system will default to the value entered in Pricing #78.

Please keep in mind that rental items assigned to cross rentals or purchase orders are excluded from the Rental Cost calculation. This means that if you have cross rentals or purchase orders assigned to rental items in the booking, and you attempt use the values from the grid to manually calculate the Rental Cost, your manual calculations may differ from the values displayed on screen.

Sale To calculate the Sale Cost, the system retrieves the Cost Price from the inventory record and multiplies it by the number of items that were ordered. For example, a client ordered 5 blue gel sheets (BL-GEL). The inventory record indicates that the cost price of BL-GEL is \$3.95. So the total Sale Cost is \$19.75.

Exception

There is one exception to this calculation. If a rental item is being sold on a booking, and it's asset tracked, and Operational #64 Reports Use Asset Register or Product Master is set to Asset Register, then the cost price will be an average of the Purchase Price of all assets for the selected product.

Sundries To calculate the Sundry Cost, the system uses the cost of the sundry (before Markup Percentage is applied) and applies the Standard Profit Margin for Sundries (Pricing #22). For example, you enter a sundry with a cost of \$25 and a markup of 35% The total charge to the client is \$31.25. Pricing #22 is set to 6%, so the Sundry Cost is \$27.56 ($\25×1.06).

Labour To calculate the Labour Cost, the system sums all Technician Extended values from the Crew → Assignments tab of the booking.

If Technician Hours are entered in the Crew → Technician Hours tab, the system will prompt you to use the sum from the Assignments tab or the sum from the Technician Hours tab.

If a crew assignment is flagged as Cross Rented, the system will retrieve the value from the crew assignment on the cross rental.

Freight There are no special calculations for the freight cost. The value entered in the booking is the value displayed on the report.

Crew Expenses To calculate the Crew Expense cost, the system retrieves all values before markup and before discount.



Rentalpointv11 Profit Margin Report

Explanation of Other Items

Miscellaneous Column The Miscellaneous column contains the sum of 3 different values; Insurance/Damage Waiver, Credit Card Surcharge and Event Management. These values can be viewed on the Detailed Breakdown report.

Cross Rental Cost The sum of the pre-tax value of all Cross Rentals assigned to the booking.

PO Cost The sum of the pre-tax value of all Purchase Orders assigned to the booking.