## **Profit Margin Targets**

## Compare estimated or actual against Profit Margin targets!

Target profit margin percentages can be set and used to compare estimated profit margin for a job/booking, this may assist in submitting more profitable proposal / quotations before final commitment. The Actual profit margin may be used forensically to compare against the target margin to help improve future profit margin outcomes.

Below, in this example the estimated margin for the booking is 40.10% and the target is 45%, therefore this is shown to the user highlighted in red, the top of the graph is also shown in red to indicate that the target margin has not been reached.

☆ ₹	Total	120
Pre Discount Line Discount	8,106.36	100
BK Discount Post Discount	323.46 7,782.90	80 70 60
Cost CR/PO Cost	1,521.58 3,140.00	
Gross Profit Margin	3,121.32 40.10 %	20
Target %	45.00 %	

The estimated or actual (applies to sub rentals), profit margin is shown on the Profit Margin Panel, there are separate Profit Margin Targets for Rental, Sale, Sundries, Labour (Labor is North American spelling), Freight, Crew Expenses, Miscellaneous and the overall total as shown above.

Below the Margin and Target Margin is shown on the Margin panel, which is located on the booking "Equipment" Tab -

						Modi	fy booking							-	
Dut 13/02/18	0900 In 21/02/18 1800	AVBRIDG00006	Location 0 - Fit	zroy Nor	th 🔽								🗸 Save	×	Cance
ustomer	Calendar Equipr	ment Crew	Venue	Not	tes	Pay	ments A	tachments	Other D	etails Status		Followup			
Þ		<b>11</b>		Q		ĥz		*						₩ 🔊	<b>C</b> (
Code	Description		Quantity	Avail	Short u	b rental	Est. Sub renta	Prep Qty	)uick T/A	Unit Rate	Days	%disc	Price	Stat	CW
>	Auditorium   Out:	13/02/18 @ 09:00 lr	1:21								8.00			headin	
FR1000	Fresnel 1000w		1	30	0	0	0.00	0 0	0	21.00	2.00	0.00	42.00	Sng	••
CF-FR	Colour Frame fo	or Fresnel 1000w	1	20	0	0	0.0	0 0	0	2.10	2.00	0.00	4.20	prt	
MIC01	Microphone		1	15	0	0	0.00	0 0	0	84.00	8.00	0.00	672.00	prt	•
F-STAND	Floor Stand f	or Microphone	1	32	0	0	0.00	0 0	0	5.00	2.00	0.00	10.00	Sng	
H-STAND	Floor Stand v		1	10	0	0	0.00	) 0	0	2.10	2.00	0.00		Sng	
SW	Safety Wire		1	3	0	0	0.0	0 0	0	2.10	2.00	0.00	4.20	prt	
HC	Hook Clamp	- 50mm	2	30	0	0			0	14.00	2.00	0.00	56.00		
PAR56	Par 56 240v (300w)		12	4	8	8		-	0	4.20	2.00	0.00	100.80		~ ~
GAFF2	Gaffa Tape Black F		10	0	10	*11.00	0.00		0	15.00		0.00	150.00		~ ~
1/2TON	1/2 Ton Chain Mo		1	9	0	0		-	0	60.00	2.00	0.00	120.00		~ ~
M40X60	Marguee 40x60		1	See	List	0		_	0	800.00	3.00	0.00	2,400.00	-	<b>v v</b>
PAR64	Par 64 110v (1000w	v) medium narro	2	10	0	0		-	0	2.75	3.00	0.00	16.50		~ ~
A3LED		LED Tile UL60950 (syst		148	0	0	0.00	) 0	0	75.67	3.00	0.00	3,632.16		<b>v v</b>
		Bar-500x500-1 Pa IS I				-			-					*	
SNAKE-I	Snakel ight 10m ar			WMute		0	0.0(	0	0	16 50	3.00	0.00	49 50	Sna	•
<b>☆</b> ↓			1										120 -		
Pre Discount	Rental 6,897.36	Sale 150.00	Sundries 804.00	Labo 0.00	or		Freight 255.00	0.00	xpenses	Miscellaneous 0.00		Fotal 9,106.36	110		
Line Discount	0.00	0.00	004.00	0.00			255.00	0.00		0.00		).00	100 90		
BK Discount	323.46	0.00						0.00			3	323.46	80		
Post Discount	6,573.90	150.00	804.00	0.00		:	255.00	0.00		0.00	7	7,782.90	70 60	_	<b>`</b>
Cost	741.58	110.00	670.00	0.00			0.00	0.00				,521.58	50	45	
CR/PO Cost	3,140.00	0.00	0.00	0.00			0.00					3,140.00	40 30		
Gross Profit Margin	2,692.32	40.00	134.00 16.67 %	0.00	0/_		255.00 100.00 %	0.00 %		0.00		8,121.32 Ю.10 %	20		
Target %	25.00 %	25.00 %	40.00 %	60.00			50.00 %	25.00 %		25.00 %		+0.10 %	10		



The Target Margin may vary between small and large jobs, for example – the margin target may be smaller for very large jobs and larger for smaller jobs.

## **Target Margin Report**

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

get margins										
oking # Com	mpany	Showname /		Warehouse In date	Salesperson	Amount	Target Margin	Margin	Invoiced	Progress Status
BRIDG00006 Aud	dio Visual Bridges Data Systems Inc	master	13/02/18	21/02/18		7782.89	45.00	40.10	N	Heavy
CME00053 The	e Acme Inc		19/02/18	21/02/18		1471.17	50.00	14.91	Y	Confirmed
BRIDG00004 Aud	dio Visual Bridges Data Systems Inc	master	22/02/18	26/02/18	KS	6521.76	45.00	-4.78	Y	Confirmed
Overdue for Checko Overdue For Return Overdue For Invoici	due For Return due For Invoicing		ll Operators	✓ Hea	it Pencil vy Pencil	Ahead 3: Behind 1	<u>.</u>			
Overdue For Projec Bookings To Be Re-	e-Invoiced       All		0	1						
Long Term To Be in	nvoiced									
Reserved Asset Cor Target Margins	5 - Auburn Park Renaise	nse I								
Overdue For Projec Bookings To Be Re- Long Term To Be In Reserved Asset Cor	ct Invoicing Location Scope Invoiced All Invoiced Location	nse I 💌	D	-] Con	firmed		0	Reset Timer	2	D

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.

## Setting Up the Target Margins

The Target Margins can be found on the set up menu.

Below is an example of the set up window on the "Rental" tab, these are the margins that are being set for all rental amounts.



There are separate margin percentages for Rental, Sale, Sundries, Labour, Freight, Crew Expenses, Miscellaneous and the Total overall.

To set the margin percentages for each, click on the name on the left panel. Click on the "Total" to set the overall target margins.

The target margin may vary according to the size of the job, so in the example above for rental amounts from 0 to 1000 the target margin is 50%.

For rental amounts over 10k the target margin percentage is 20%.

Click on the OK button to save the margins.