

## What does this report do?

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.

The Profit Analysis Report breaks down one or more bookings and tells you how costs have affected your general profits. Note that what is reported as profits is whatever you charged the customer, but have not booked any expenses against. So for example, the report might show very high profits on bookings where you simply did not log any of the expenses that really occurred. For most accurate profit analysis reports, you should run this report after logging any crew expenses, purchase orders (sub rental or otherwise) or other expenses (such as sales expenses or other overhead) have been entered into the system.

## How do I run the report?

The Profit Analysis Report is found in the main booking-editing window via Equipment tab, and is accessed by a button called "Analyse", which means "analyse your booking for profitability". It is also accessed from the main menu, under the Reports pull-down menu, as "Profit Analysis Report".

### From within the Booking....

Profit Analysis Print Options

Select Display Option

☐ Chart
☒ Report
☐ Grid

OK

Cancel

0	20.00	0.00	100.00	Sng	0	0
0	45.00	0.00	225.00	Sng	0	0
0	10.00	0.00	50.00	Sng	0	0
0	25.00	0.00	125.00	Sng	0	0
0	120.00	0.00	600.00	Sng	0	0
0	50.00	0.00	250.00	Sng	0	0
0	125.00	0.00	625.00	Sng	0	0
0	50.00	0.00	250.00	Sng	0	0
0	50.00	0.00	250.00	Sng	0	0
0	50.00	0.00	250.00	Sng	0	0
0	150.00	0.00	750.00	Sng	0	0
5.39	100.00	50.00	50.00	SngS	0	0
5.39	8.75	0.00	8.75	SngS	0	0
0.98	1.50	0.00	1.50	SngS	0	0

Estimated Sub rental

0.00

Sub total

10,776.58

Hillsborough Co

50.00

Florida

643.01

ice

11,469.59

\$

Plot

Status

Clear Enq

Shortage

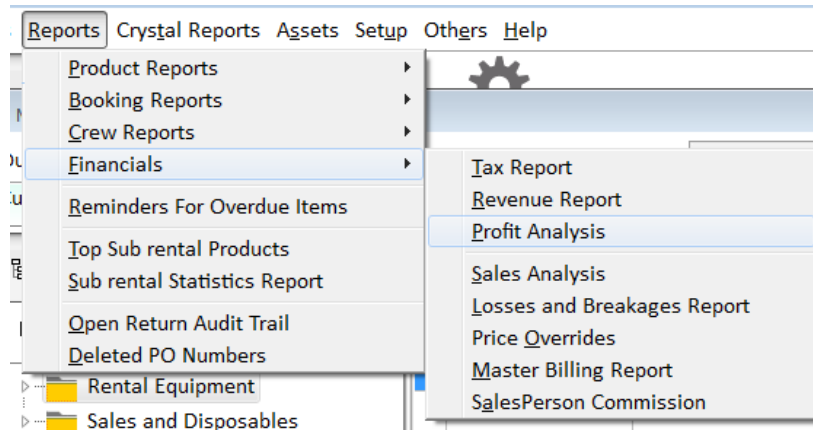
Info

Locations

Backup

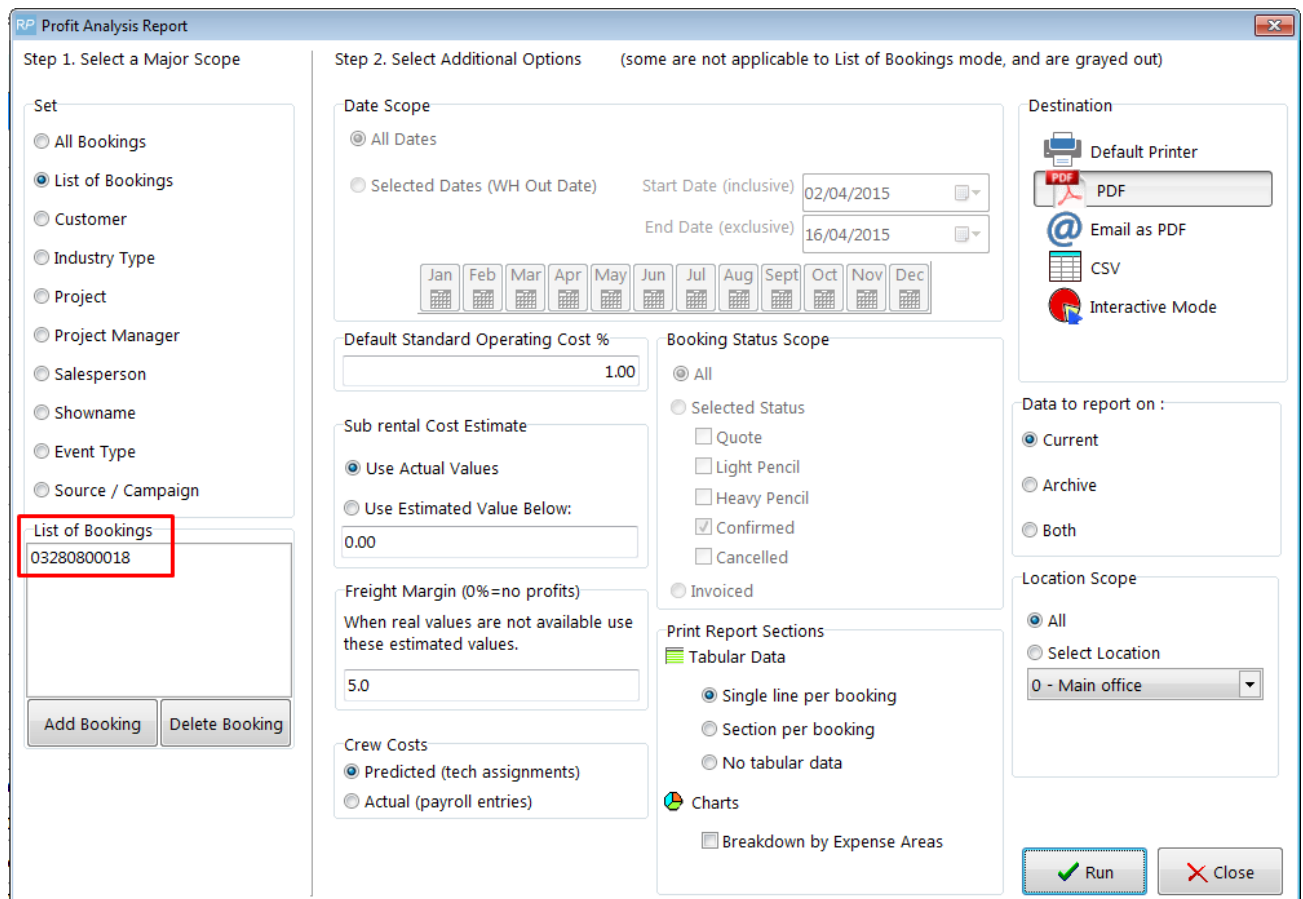
Analyse

From the Main Menu.....

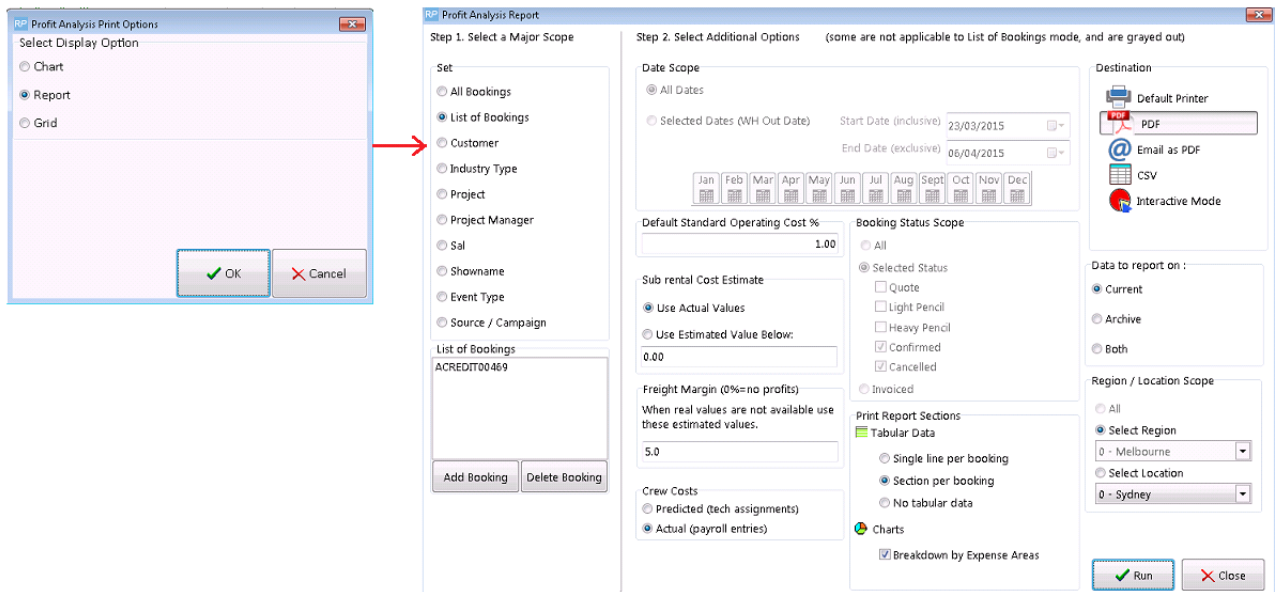


## A Note About Your Selection Criteria.....

When you run the report you get a choice between several major modes. The simplest way to get started is to just pick a single booking by its booking number, and analyse that booking (Booking number will be automatically filled if you will call report from Equipment area):



**What is Default Standard Operating Cost?** One important value to input before you run the report is the Default Standard Operating Cost Percentage. If you know that your rental price of \$100 is accompanied by (on average) about \$40 in internal operating costs, then enter 40 here, because the unit is percentage. Individual Standard Cost % can be set up per category if desired (in inventory setup under 'edit a category'). This is used in the profit analysis report. It adds a percentage of the rental price to the cost of the equipment. If the 'Standard Cost %' in the category record is blank this report will use the default percentage set up in Pricing Parameter 79.



**Profit Analysis Report**

Step 1. Select a Major Scope

- ☐ All Bookings
- ☒ List of Bookings
- ☐ Customer
- ☐ Industry Type
- ☐ Project
- ☐ Project Manager
- ☐ Sal
- ☐ Showname
- ☐ Event Type
- ☐ Source / Campaign

List of Bookings: ACREDIT00469

Add Booking Delete Booking

Step 2. Select Additional Options (some are not applicable to List of Bookings mode, and are grayed out)

Date Scope

- ☒ All Dates
- ☐ Selected Dates (WH Out Date)

Start Date (inclusive): 23/03/2015  
End Date (exclusive): 06/04/2015

Default Standard Operating Cost %: 1.00

Sub rental Cost Estimate

- ☒ Use Actual Values
- ☐ Use Estimated Value Below: 0.00

Freight Margin (0%=no profits)  
When real values are not available use these estimated values.  
5.0

Crew Costs

- ☐ Predicted (tech assignments)
- ☒ Actual (payroll entries)

Booking Status Scope

- ☐ All
- ☒ Selected Status
- ☐ Quote
- ☐ Light Pencil
- ☐ Heavy Pencil
- ☒ Confirmed
- ☒ Cancelled
- ☐ Invoiced

Print Report Sections

- ☒ Tabular Data
- ☐ Single line per booking
- ☒ Section per booking
- ☐ No tabular data

Charts

- ☒ Breakdown by Expense Areas

Destination

- ☐ Default Printer
- ☒ PDF
- ☐ Email as PDF
- ☐ CSV
- ☐ Interactive Mode

Data to report on:

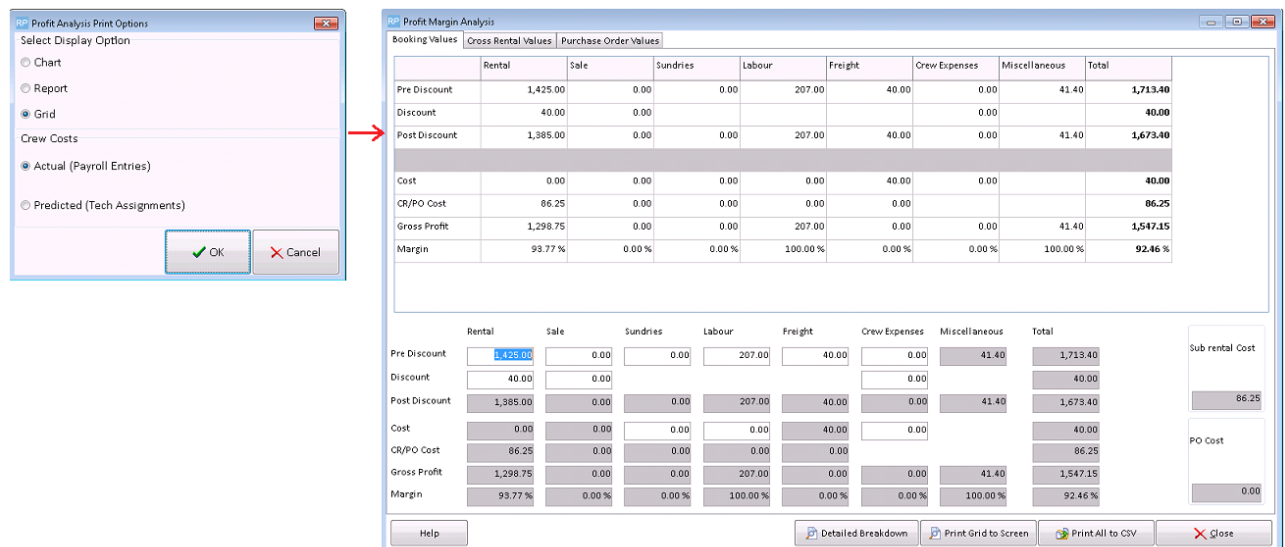
- ☒ Current
- ☐ Archive
- ☐ Both

Region / Location Scope

- ☐ All
- ☒ Select Region
- ☐ Select Location

0 - Melbourne  
0 - Sydney

Run Close



**Profit Margin Analysis**

Booking Values Cross Rental Values Purchase Order Values

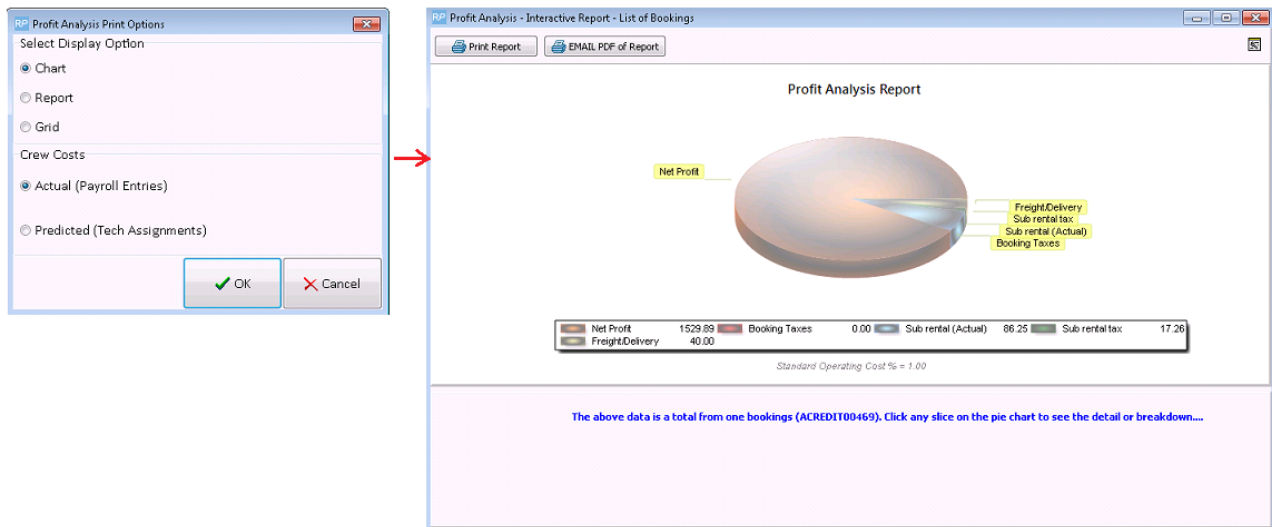
	Rental	Sale	Sundries	Labour	Freight	Crew Expenses	Miscellaneous	Total
Pre Discount	1,425.00	0.00	0.00	207.00	40.00	0.00	41.40	1,713.40
Discount	40.00	0.00	0.00			0.00		40.00
Post Discount	1,385.00	0.00	0.00	207.00	40.00	0.00	41.40	1,673.40
Cost	0.00	0.00	0.00	0.00	40.00	0.00		40.00
CR/PO Cost	86.25	0.00	0.00	0.00	0.00			86.25
Gross Profit	1,298.75	0.00	0.00	207.00	0.00	0.00	41.40	1,547.15
Margin	93.77 %	0.00 %	0.00 %	100.00 %	0.00 %	0.00 %	100.00 %	92.46 %

Sub rental Cost: 86.25  
PO Cost: 0.00

Help Detailed Breakdown Print Grid to Screen Print All to CSV Close



The 'Pre-discount' amounts show the rental amount before the rental discount AND any line discounts are applied. The 'discount' amount is then the sum of the discount displayed in the rental discount box PLUS the discount amount from each line with it's own discount.



### Pie Chart Figures Explained:

<b>Net profit</b>	The amount charged to the customer, minus the amount calculated as costs.
<b>Sales Cost</b>	Cost of sales items in the booking. For example, you sold 30 rolls of duck tape, and your wholesale cost for those sales-items was \$1.50 per roll.
<b>Sub hire or Sub Rental</b>	Depending on your system terminology. Total cost of all sub-rental (sub-hire) purchase orders for these bookings. When no sub-hire data is available, use the "Sub Hire (Sub Rental) cost estimate" entry box on the main report screen to input a sub-hire (subrental) value.
<b>Crew Cost</b>	Either estimated or actual logged crew labor costs.
<b>Standard Cost</b>	Cost value based on the standard operating cost value entered above. Default value comes from Pricing Parameter #79
<b>Freight/Delivery</b>	Freight values entered, minus any margin amount entered as Freight Margin. If you input 10 into the Freight Margin input box, then your Freight cost is calculated at 90% of the rate charged to the customer, and 10% of the charge to the customer is included in your net profits.
<b>Sundry Cost</b>	Costs for Sundry items (items that are not in your product inventory are called Sundries) in the bookings.

**Purchase Orders:** Purchase Orders (other than Sub Rentals/Cross Hires) that are a part of a booking's cost, are totaled here. You might have had to buy something or have some work done, and decided to charge that purchase order (which was for goods or services you bought on behalf of a customer) against a booking, for instance, because it was a cost you incurred.

You can select whether you want to print out some details (as text) for each booking, or just the chart, or a more detailed version of the report text, in the Print Report Sections part of the report dialog.



## RentalpointV11 Profit Analysis Report

By default, the report will print one line of data per booking (in a format like the top left area in blue, above) and a chart at the end of the report. If you change it to "No tabular data" then the section in at the top left (in blue ) area will be omitted. If you pick "Section per booking" then that area will be expanded, and will continue two or more lines of information about each booking. This expanded "section per booking" mode allows you to see more dates or other values associated with the bookings.