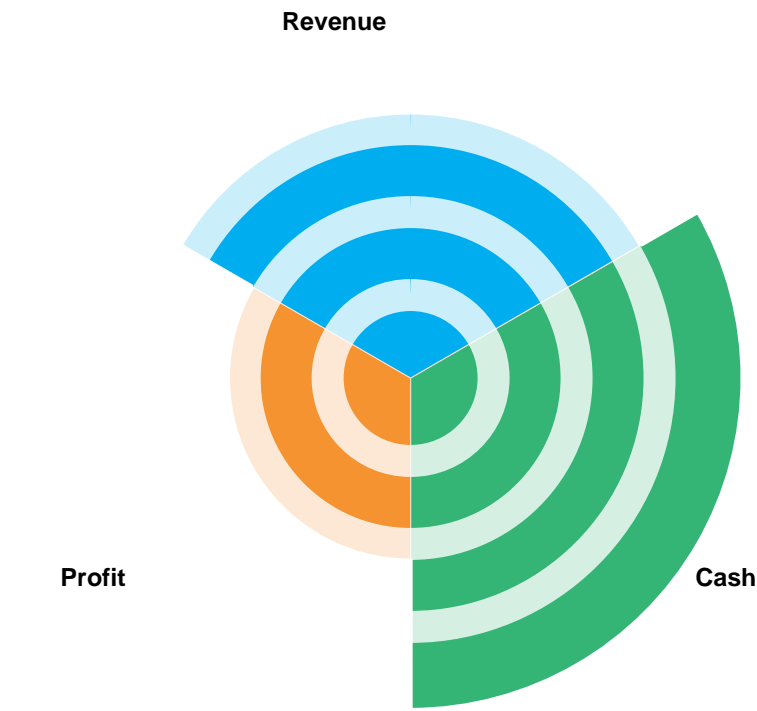


THE CHOCOLATE COMPANY

Business Performance Monitor

This monitor shows whether the business is meeting the targets for the year. Green means you can celebrate, blue means a moderate improvement, orange means you are heading in the right direction but there is still a bit of work to do and red... well red means we need to look for ways to improve.



Revenue



Revenue has remained higher than budget for the last 3 months. Continuous upskilling and KPI monitoring of sales staff is recommended to maintain this position.

▲ \$1,626

The Revenue for Nov 2015 was \$112,413, compared to \$110,787 in the Budget. This represents a variance of \$1,626, or 1.47%.

Profit



Profits have declined again this month due to additional investment in necessary factory equipment. Training and supporting staff in engaging in new equipment is vital to increasing productivity levels, quality of output and returning to a positive profit position.

▼ \$3,750

The Net Profit for Nov 2015 was \$-26,983, compared to \$-23,233 last month. This represents a decrease of \$3,750, or -16.14%.

Cash



The bank balance has remained stable. Although cash position is enough to cover immediate expenses, it's advisable to cut costs where possible in case of further unexpected operating costs.

▲ \$17,912

The Bank for Nov 2015 was \$100,517, compared to \$82,605 last month. This represents an increase of \$17,912, or 21.68%.