# Profitability

### REVENUE

## $11,571,036

A measure of the total amount of money received by the company for goods sold or services provided.

### EXPENSES TO REVENUE RATIO

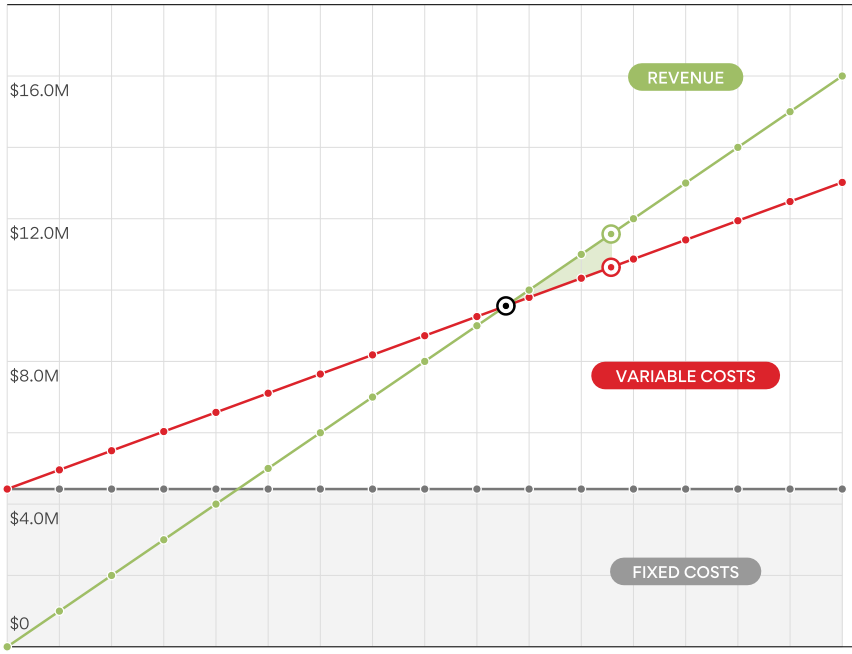
## 91.94%

A measure of how efficiently the business is conducting its operations.

### MARGIN OF SAFETY

## $2,015,169

The breakeven safety margin represents the gap between the actual revenue level and the breakeven point.




REVENUE
$11,571,036

TOTAL COSTS
$10,638,528

BREAKEVEN POINT
$9,555,867

MARGIN OF SAFETY
$2,015,169

VARIABLE COSTS
$0.54 PER $1 OF REVENUE

FIXED COSTS
$4,421,920

Profitability can be further improved by improving price, volume, cost of sales and operating expense management.

### Top 10 Revenue Accounts

| | |
|---|---|
| Sales | $11,193,935 |
| Sales - Consulting | $253,980 |
| Sales - Maintenance | $123,121 |
| Sales - Seminars | $0 |

### Top 10 Expense Accounts

| | |
|---|---|
| Payroll Items | $2,253,434 |
| Agents Commissions | $368,891 |
| Other Variable Expenses | $356,134 |
| Staff & Admin | $263,539 |
| Travel & Entertainmt | $188,121 |
| Motor Vehicle Expenses | $171,734 |
| Rents & Utilities | $152,240 |
| Mkting & Advertising | $151,214 |
| Prof, Legal | $145,318 |
| Telephone & Internet | $130,058 |