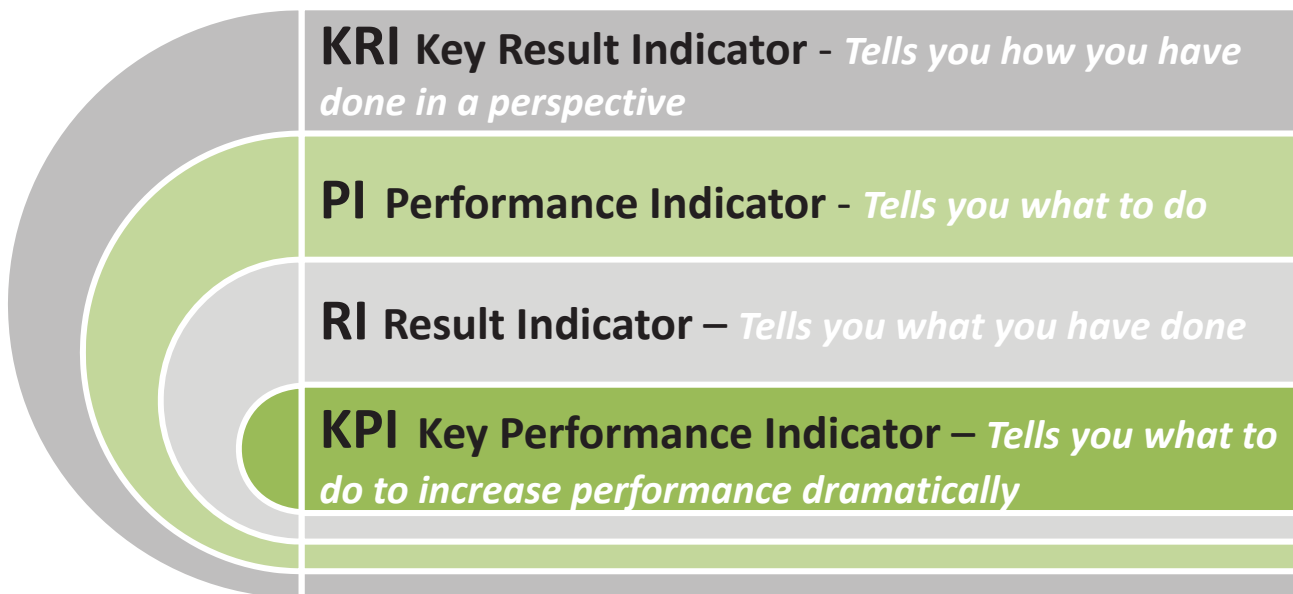


KPI'S AND PERFORMANCE MEASURES

KPI's focus on the aspects or areas of business performance that is critical or vital to ongoing and future success

PERFORMANCE MEASURES EXPLAINED

Sourced from David Parameter's "Introduction to implementing winning KPI's"



THE ROLE OF PERFORMANCE MEASURES

- Link daily actions to strategies of a business
- Give a business direction
- Ensure a more balanced performance
- Gain buy in

When one or more of your KPIs are underperforming, it can affect the entire financial position of your business. Tailored Performance Reports allow you the capacity to track KPIs daily, weekly, and monthly, to see where changes need to be implemented, in real time.

Each operational area of your business can have a direct impact on your company's overall financial performance.

Maximizing the opportunities available to your business means being aware of the performance across your business in each key operational area. Performance reporting provides you with a way to

quickly identify and monitor all operations to ensure that they are performing at a level that will allow you to achieve your business objectives. With the ability to identify when a KPI underperforms, you can promptly take corrective action to stay on track.

Reporting daily, weekly, and monthly on KPIs that are tailored to your business allows you to keep close watch on the key drivers of your business and show you how you are progressing in a timely manner. Up to date Performance Reporting keeps your business stable, in real time. Performance Reporting can produce the following results:

- Diagnose the health of key areas of your business
- Effectively identify, track, and trend problems
- Continually pinpoint operational efficiencies and deficiencies
- Proactively establish and apply corrective measures

See below for some examples of weekly KPI dash Boards and Monthly Performance reporting.

This resource has been kindly provided by



If you have any questions, please call 0800 CHAMBER (0800 242 623).

DATE: APRIL 2015

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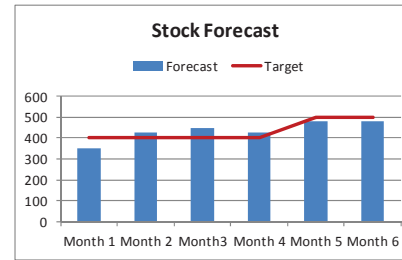
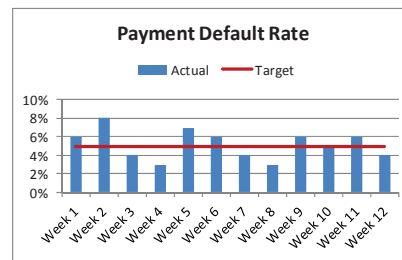
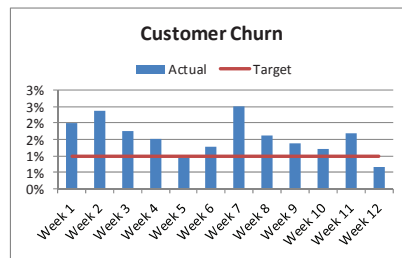
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XYZ Weekly KPI Report

Top 5 Indicators

- Customer Sign Up/Week
- Customer Churn
- Payment Default Rate
- Discounts
- Forward Stock Position 3 Months

	Week			Month To date		
	Result	Target	Rating	Result	Target	Rating
Customer Sign Up/Week	150	200	▼ -50	605	600	▲ 5
Customer Churn	0.7%	1.0%	▲ 0.3%	1.4%	1.0%	▼ -0.4%
Payment Default Rate	4.0%	4.0%	▲ 0.0%	5.7%	4.0%	▼ -1.7%
Discounts	2.0%	3.0%	▲ 1.0%	2.0%	3.0%	▲ 1.0%
Forward Stock Position 3 Months	500	450	▼ -50	500	450	▼ -50



Issues
Action to be taken
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Financial Performance or the 6 Months Ended March 2014

	Month			Year To date		
	Act	Bud	Var	Act	Bud	Var
Customers						
Revenue						
Margin						
Margin %						
Overheads						
EBITDA						
Depreciation						
Interest						
PBT						

Full Year Forecast

	Current	Previous	Var	Budget	Var	Last Year
Customers						
Revenue						
Margin						
Margin %						
Overheads						
EBITDA						
Depreciation						
Interest						
PBT						

Financial Position

	Month	Budget	Var	Last Year
Inventory				
Receivables				
Payables				
Networking capital				
Fixed Assets				
Net Assets				
External lending				
Shareholder Lending				
Equity				
Lending and equity				

Banking Ratios

	Month	Year To Date
Interest Cover		
Actual		
Target		
Equity %		
Actual		
Target		

Other Commentary

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