Gross Margin Return On Investment Report - GMROIRPT

What the report can tell you...

The GMROI Report is the most detailed of its type available in the industry. This report allows you to see GMROI represented by range of dates, product code, product type, descriptions, vendor and can be set up in a detail or summary format. What this means is you can drill down into the profitability of your store by inventory line item.

This GMROI Report can also be set up to run historical GMROI Reports for comparative periods giving you true trend analysis for your inventory situation. The system also shows how many units were sold during a specified period. Competitor's systems do not include this level of detail and in some cases only produce a total GMROI number for the last 90 days and cannot product historical reports. With RSSS, you will have more powerful GMROI tools which means more control over your business.

Benefits of running the GMROI Report...

There are several significant ways to improve your profits in the first 180 days you on the system and this report can tell you...

- Identify weak/strong performing departments
- Identify weak/strong model numbers
- Identify areas where inventory dollars produce the most profit
- Produce historical comparative GMROI analysis reports
- Identify which rental items perform at the highest ROI
- Identify which brands provide the most profit

How do I run the GMROI Report Program?

If this program is not present on one of your report menus, you can get into this program by pressing F10 off a menu and going to the command line and typing in "GMROIRPT".

You will be prompted for the printer or file pathname. Press ENTER to accept the default printer or type in another printer number or pathname. See <u>Introduction to Reports</u> for additional information about the printer/file pathname screen.

You will now be prompted for "Separate Locations". Press ENTER and accept the default of N for no, see Figure 1.

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GMROI REPORT
REPORT ORDER:
SUMMARIZE ON: 1

STARTING DATE:
SELECT BY LOC OR LOC GROUPS: N

SELECT BY DESCRIPTION: N

SELECT BY MODEL NUMBER: N

PRINT TOTALS ONLY: N
TYPE INVENTORY: 3
REPORT FORMAT: 1

1) MODEL NUMBER 2) DESCRIPTION
```

Figure 1 GMROIRPT Report Screen

Description of the fields on the GMROI Report Screen in Figure 1:

REPORT ORDER

- 1 = Model Number
- **2** = Description (choose this selection if you want to choose option 3 or 4 for Type Print, see next section)
- **TYPE PRINT 1** = Summary on Model Number
 - 2 = Summary on Description
 - **3** = Summary on Product Code (2 digit) (must have selected option 2 for report order)
 - **4** = Summary on First Product Code Character (must have selected option 2 for report order)
- **SHOW QTY FOR EACH LOCATION** If you want the report to show the quantity of inventory pieces for each location, enter a Y for yes.
- **STARTING DATE** ENDING DATE Enter the earliest and latest dates you want the report to use to calculate the return on investment. Note: that the ending date must be the system date if you want to include miscellaneous/accessory inventory.
- SELECT BY LOC OR LOC GROUPS

 If you want to select by location(s) or location group(s), type "Y" for yes and enter the number here. See Introduction to Reports for information on locations and location groups. The report will only print information about the requested location(s) or location group(s). Enter up to ten store numbers. If all stores are needed, press ENTER.

- SORT BY LOCATION This gives you the option to run all stores together or have the report separate them.
- If answered Y for yes, you may enter up to three SELECT BY DESCRIPTION different descriptions.
- SELECT BY MODEL NUMBER If answered Y for yes, you may enter up to three different model numbers or parts of model numbers. For example, by entering WAM in the model number field, this will report all model numbers for all Amana products. There is also a wild card feature so you could report on certain brands. For example, by entering **TOS* in the model number field will result in a report on all TOSHIBA products.
- PRINT TOTALS ONLY Answer Y for yes if you want a report that is one page with only the total numbers.

- **TYPE INVENTORY** 1 = **BIG TICKET ITEMS** Serialized Inventory
 - 2 = ACCESSORIES Miscellaneous Inventory or Nonserialized Inventory (this selection can only be run if using the system date as the ending date to figure the return on investment (ROI)).
 - **3 = BOTH** -Serialized & Non-serialized (Miscellaneous) Inventory (this selection can only be run if using the system date as the ending date to figure the return on investment (ROI)).

Report Format Calculations

REPORT FORMAT

1 = ALAN FRIEDMAN

Calculated Sale Amount - Cost/Ending Inventory Cost = GMROI 2 = REGULAR

Calculated Sale Amount/Average Inventory = Sales Turnover (Beginning Inventory - Ending Inventory/2 = Average Inventory) Sale Amount - COGS/ Sale Amount = Gross Margin Sales Turnover * Gross Margin = GMROI

Press the F9 key. You will then be prompted for "Any More Changes". If you need to make changes, enter a Y for yes and make your changes. When the prompt "Any More Changes" is answered with an N for no, the report will begin counting and will print to the printer or file pathname you specified.

See Figure 2 through Figure 5 for GMROIRPT setup screens and resulting report examples.

Example GMROIRPT Setup Screens & Resulting Reports

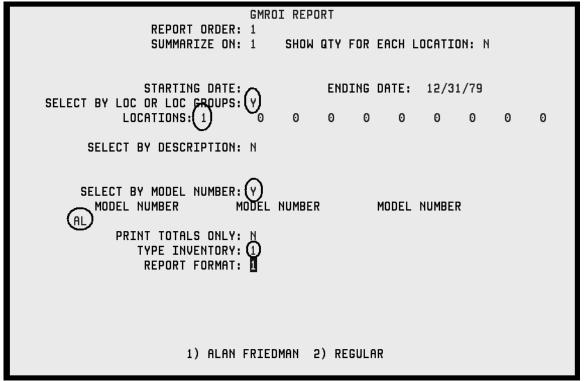


Figure 2 GMROIRPT Report Screen - Report in Alan Friedman Format

RUN DATE: 01/20/05			Maestro				KEPU	RT (AKA ALAN	FRIEDP	IAN REPU	RI) PA	uE:	1
TIME:11:29:48	CELECTED DV			IN MODEL	NUMBER ORDI	RSUMMARY							
	SELECTED BY I	THE DATES OF:	1	THRU 12	121 /70								
		Y MODEL NBRS:	41	THRU 12	731/79								
	SELECTED B	F PIUDEL NBKS:	AL										
					COST OF	GROSS PR	OFIT-	ENDING	INV	% OF	% OF		
MODEL NUMBER	DESCRIPTION			SALES	GOODS SOLE		\$ %	INVENTORY	TURNS	SALES	INV	GMROI	LOC
ALAMP500XLG				14	9		4 31	0	0.00	1	0	0.00	0
ALAMP501G				141	92	49	35	0	0.00	11	0	0.00	0
ALAMP506N				255	184	. 70	28	0	0.00	19	0	0.00	0
ALAMP511G				19	13		32	0	0.00	1	0	0.00	0
ALAMP513N				7	- 4		3 40	0	0.00	1	0	0.00	0
ALAMP517G				117	87	30	26	0	0.00	9	0	0.00	0
ALDEGA16HC225				375	270	104	1 28	0	0.00	28	0	0.00	0
ALDEGA16HC240				55	41	1:	3 25	0	0.00	4	0	0.00	0
ALDEGDEGHC260				9	į		3 40	0	0.00	1	0	0.00	0
ALDEGHC225				37	31	(17	0	0.00	3	0	0.00	0
ALDEGHC250				63	56		12	0	0.00	5	0	0.00	0
ALHAR502N				44	35		3 19	0	0.00	3	0	0.00	0
ALLEB3056RB				5	2	1	2 43	0	0.00	0	0	0.00	0
ALTROTR9501G				19	13	(31	0	0.00	1	0	0.00	0
ALTROTR9506N				48	39	8	18	0	0.00	4	0	0.00	0
ALTROTR9517G				79	54	25	32	0	0.00	6	0	0.00	0
ALYAMYAC1505G				19	11	8	42	0	0.00	1	0	0.00	0
ALYAMYAC1515C				5	2	2	46	0	0.00	0	0	0.00	0
REPORT TOTAL:				1.318	957	200	27	0	0.00	100	0	0.00	

Figure 3 GMROIRPT Resulting Report - Report in Alan Friedman Format

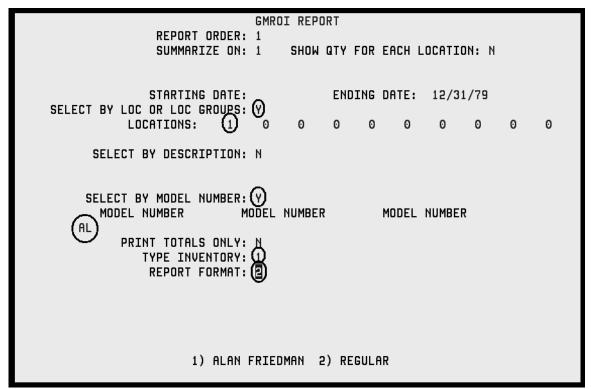


Figure 4 GMROIRPT Report Screen - Report in Regular Format

RUN DATE: 01/20/05		Maestro Music		MROI REPORT (AKA	ALAN FRIEDMA	N REPOR	T) PAG	E: 1	
TIME:11:35:10		ROI REPORT IN MODEL NU	MBER ORDERSUMMA	RY					
	SELECTED BY LOCATIONS:								
	FOR THE DATES OF: THRU 12/31/79								
	SELECTED BY MODEL NE	BRS: AL							
MODEL NUMBER	DESCRIPTION	BEGINNING COST	ENDING COST	COST SALES	SALE AMT	GMROI	LOC	#RCVD	#
ALAMP500XLG		0.00	0.00	9.72	14.04	0.00	0	0	
ALAMP501G		0.00	0.00	92.70	141.87	0.00	- 0	0	
ALAMP506N		0.00	0.00	184.68	255.39	0.00	0	0	
ALAMP511G		0.00	0.00	13.30	19.48	0.00	0	0	
ALAMP513N		0.00	0.00	4.52	7.54	0.00	0	0	
ALAMP517G		0.00	0.00	87.48	117.72	0.00	0	0	
ALDEGA16HC225		0.00	0.00	270.24	375.04	0.00	0	0	
ALDEGA16HC240		0.00	0.00	41.44	55.20	0.00	0	0	
ALDEGDEGHC260		0.00	0.00	5.63	9.38	0.00	0	0	
ALDEGHC225		0.00	0.00	31.25	37.50	0.00	0	0	
ALDEGHC250		0.00	0.00	56.25	63.76	0.00	0	0	
ALHAR502N		0.00	0.00	35.82	44.12	0.00	0	0	
ALLEB3056RB		0.00	0.00	2.95	5.18	0.00	0	0	
ALTROTR9501G		0.00	0.00	13.32	19.37	0.00	0	0	
ALTROTR9506N		0.00	0.00	39.74	48.45	0.00	0	0	
ALTROTR9517G		0.00	0.00	54.39	79.59	0.00	0	0	
ALYAMYAC1505G		0.00	0.00	11.22	19.50	0.00	0	0	
ALYAMYAC1515C		0.00	0.00	2.90	5.40	0.00	0	0	
REPORT TOTAL:		0.00	0.00	957.55	1,318.53	0.00		0	

Figure 5 GMROIRPT Resulting Report – Report in Regular Format