

## **Gross Margin Return On Investment Report - GMROI RPT**

### **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 produce 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 "GMROI RPT".

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 [Introduction to Reports](#) 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: 1
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 GMROI RPT 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.

**SELECT BY DESCRIPTION** If answered Y for yes, you may enter up to three 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 Non-serialized 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 GMROI RPT setup screens and resulting report examples.

**Example GMROI RPT Setup Screens & Resulting Reports**

GMROI REPORT

REPORT ORDER: 1  
SUMMARIZE ON: 1      SHOW QTY FOR EACH LOCATION: N

STARTING DATE:      ENDING DATE: 12/31/79

SELECT BY LOC OR LOC GROUPS: **(Y)**

LOCATIONS: **(1)**    0    0    0    0    0    0    0    0    0

SELECT BY DESCRIPTION: N

SELECT BY MODEL NUMBER: **(Y)**

**(AL)**    MODEL NUMBER      MODEL NUMBER      MODEL NUMBER

PRINT TOTALS ONLY: N

TYPE INVENTORY: **(1)**

REPORT FORMAT: **(1)**

1) ALAN FRIEDMAN    2) REGULAR

**Figure 2 GMROI RPT Report Screen – Report in Alan Friedman Format**

RUN DATE: 01/20/05      Maestro Music      GMROI REPORT (AKA ALAN FRIEDMAN REPORT) PAGE: 1  
TIME: 11:29:48      GMROI REPORT IN MODEL NUMBER ORDER--SUMMARY

SELECTED BY LOCATIONS: 1  
FOR THE DATES OF: THRU 12/31/79  
SELECTED BY MODEL NBR: AL

MODEL NUMBER	DESCRIPTION	SALES	COST OF GOODS SOLD	--GROSS PROFIT-- \$ %	ENDING INVENTORY	INV TURNS	% OF SALES	% OF 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	6 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 28	0	0.00	28	0	0.00	0
ALDEGA16HC240		55	41	13 25	0	0.00	4	0	0.00	0
ALDEGDEGHC260		9	5	3 40	0	0.00	1	0	0.00	0
ALDEGHC225		37	31	6 17	0	0.00	3	0	0.00	0
ALDEGHC250		63	56	7 12	0	0.00	5	0	0.00	0
ALHAR502N		44	35	8 19	0	0.00	3	0	0.00	0
ALLEB3056RB		5	2	2 43	0	0.00	0	0	0.00	0
ALTROTR9501G		19	13	6 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	360 27	0	0.00	100	0	0.00	

**Figure 3 GMROI RPT Resulting Report – Report in Alan Friedman Format**

GMROI REPORT									
REPORT ORDER: 1									
SUMMARIZE ON: 1      SHOW QTY FOR EACH LOCATION: N									
STARTING DATE:					ENDING DATE: 12/31/79				
SELECT BY LOC OR LOC GROUPS: <input checked="" type="radio"/> Y									
LOCATIONS: <input checked="" type="radio"/> 1    0    0    0    0    0    0    0    0									
SELECT BY DESCRIPTION: N									
SELECT BY MODEL NUMBER: <input checked="" type="radio"/> Y									
MODEL NUMBER      MODEL NUMBER      MODEL NUMBER									
<input checked="" type="radio"/> AL									
PRINT TOTALS ONLY: N									
TYPE INVENTORY: <input checked="" type="radio"/> 1									
REPORT FORMAT: <input checked="" type="radio"/> 2									
1) ALAN FRIEDMAN    2) REGULAR									

Figure 4 GMROI RPT Report Screen - Report in Regular Format

RUN DATE: 01/20/05		Maestro Music		GMROI REPORT (AKA ALAN FRIEDMAN REPORT) PAGE: 1					
TIME:11:35:10		GMROI REPORT IN MODEL NUMBER ORDER--SUMMARY							
SELECTED BY LOCATIONS: 1									
FOR THE DATES OF:		THRU 12/31/79							
SELECTED BY MODEL NBRS: AL									
MODEL NUMBER	DESCRIPTION	BEGINNING COST	ENDING COST	COST SALES	SALE AMT	GMROI	LOC	#RCVD	#S
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	
ALTR0TR9501G		0.00	0.00	13.32	19.37	0.00	0	0	
ALTR0TR9506N		0.00	0.00	39.74	48.45	0.00	0	0	
ALTR0TR9517G		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 GMROI RPT Resulting Report – Report in Regular Format