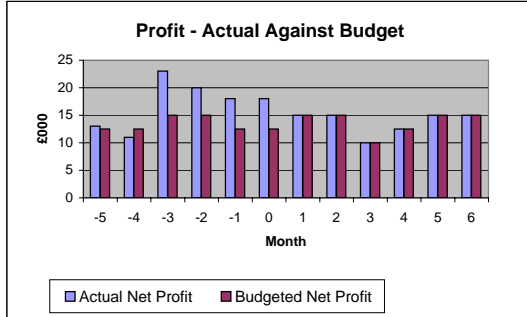


ABC Ltd
Executive Dashboard as at 31 May 2004

Profit & Loss



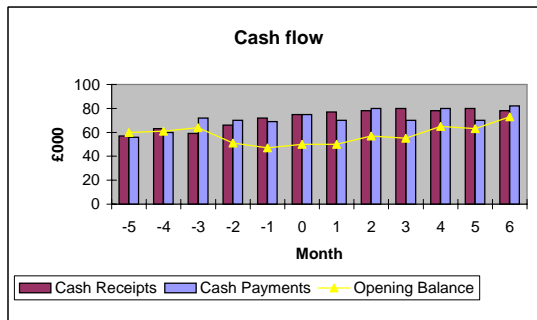
Sales Pipeline

Work in Progress Value	£79,500
Recent Quotes Value	£160,500
Typical conversion rate	0.3
Potential Value of Recent Quotes	£48,150

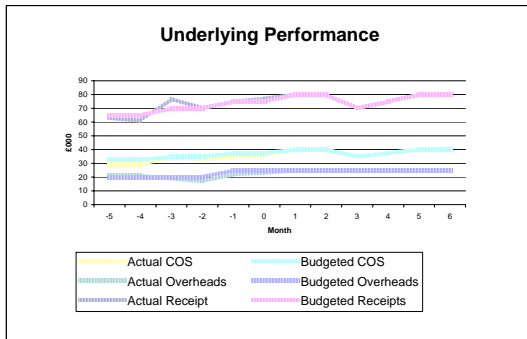
Cash

Creditors						
Current	30days	60days	90days	Older	Total	
£51,222	£45,173	£32,001	£14,032	£335	£142,763	

Debtors						
Current	30days	60days	90days	Older	Total	
£40,798	£25,698	£10,112	£5,012	£0	£81,620	



Performance Indicators



Productivity Measures

	Last Month	This Month	Next Month
net profit/salary%	150.00%	150.00%	91.67%
marketing/revenue%	18.67%	19.48%	18.75%
gross profit %	53.33%	53.25%	50.00%
net profit %	24.00%	23.38%	18.75%

Commentary

Areas for active watch include:
 *WIP is lower than usual and this will hit cash in June
 *ROI on marketing spend has reduced and this will impact overall profitability