CLIC

J's Cupcake company (Demo)

Business overview report

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Executive Summary

Revenue

Revenue for the month of February 2025 was £99,427, an increase of 17.3% from January 2025's revenue of £84,765. February 2025's revenue of £99,427 was greater than the average monthly revenue for the financial year of £92,096 per month. Current financial year to date revenue at the end of February 2025 is £184,192, an increase of 41.0% from the prior financial year to date revenue at the end of 29 February 2024 of £130,668.

Expenses

Expenses for the month of February 2025 was £36,518, an increase of 0.8% from January 2025's expenses of £36,238. February 2025's expenses of £36,518 was greater than the average monthly expenses for the financial year of £36,378 per month. Current financial year to date expenses at the end of February 2025 is £72,756, a decrease of 16.9% from the prior financial year to date expenses at the end of 29 February 2024 of £87,562.

The top expenses for the month of February 2025 were:

1. Printing & Stationery: £10,000
2. Rent: £6,806
3. Insurance: £5,800
4. Accountancy Fees: £3,000
5. Advertising Fees: £2,700

Net Profit

Net profit for the month of February 2025 was £11,076, a decrease of 55.3% from January 2025's net profit of £24,776. February 2025's net profit of £11,076 was less than the average monthly net profit for the financial year of £17,926 per month. Current financial year to date net profit at the end of February 2025 is £35,852, an increase of 228.6% from the prior financial year to date net profit at the end of 29 February 2024 of (£27,874).

Net Margin

Net margin for the month of February 2025 was 11.1%, a decrease of 14.3% from January 2025's net margin of 25.5%. Current financial year to date net margin at the end of February 2025 is 18.2%, an increase of 36.3% from the prior financial year to date net margin at the end of 29 February 2024 of -18.0%.

Financial Health Scorecard

01 February 2025 - 28 February 2025 vs 01 January 2025 - 31 January 2025

Health Status

68% Health Score

9/13 Targets Achieved

	Feb 2025	Jan 2025	Target	vs Target	Importance
Growth					
Total Income	£99,427	£97,316	Increasing ✓	£99,427	HIGH
Net Profit	£11,076	£24,776	£0 ✓	£11,076	HIGH
Net Profit Margin	11.1%	25.5%	0.0% ✓	11.1%	HIGH
Cash	£219,411	£202,331	Increasing ✓	£219,411	HIGH
Net Assets	£184,325	£173,249	Increasing ✓	£184,325	MEDIUM
Profitability					
Operating Expense Ratio	51.4%	55.1%	Decreasing ✓	51.4%	HIGH
Net Profit	£11,076	£24,776	Increasing ✗	£11,076	CRITICAL
Net Profit Margin	11.1%	25.5%	Increasing ✗	11.1%	CRITICAL
Return on Equity	6.2%	15.4%	Increasing ✗	6.2%	MEDIUM
Liquidity					
Cash Balance	£219,411	£202,331	£0 ✓	£219,411	HIGH
Current ratio	2.0	2.0	0.0 ✓	2.0	CRITICAL
Debtors days	73.8 days	75.0 days	Decreasing ✓	73.8 days	MEDIUM
Creditors days	57.3 days	69.6 days	Increasing ✗	57.3 days	MEDIUM

KPI explanations

Growth

Total Income: Sales (Total) + (0)

£99,427 + £0= £99,427

This metric measures how much a company's revenue has increased over time. A growing total income suggests that the business is expanding, attracting more customers, or increasing sales volume, which is a positive indicator of market demand and business success.

Net Profit: Net Profit/Loss After Tax

£11,076= £11,076

Net profit growth shows how much the company's earnings, after all expenses (including taxes and interest), have increased. A rise in net profit indicates that the business is managing its costs effectively and increasing its bottom line, which is essential for long-term sustainability and investor confidence.

Net Profit Margin: Net Profit/Loss After Tax / Total Income

£11,076 / £99,427= 11.1%

Net profit margin growth reflects how much of each cent of revenue is turning into profit over time. An increasing net profit margin means that the company is becoming more efficient in generating profit relative to its revenue, often by controlling costs or boosting sales efficiency.

Cash: Cash & Cash Equivalents (COA)

£219,411= £219,411

Growth in cash balance signifies that the company is generating or retaining more cash over time. A growing cash balance provides the company with more flexibility to invest in new opportunities, pay down debt, or safeguard against unforeseen expenses.

Net Assets: Owners Equity (Total)

£184,325= £184,325

This measures the growth in the company's total assets after subtracting liabilities. An increase in net assets shows that the company is building its financial strength, increasing its asset base, or reducing its debts, which is crucial for long-term growth and stability.

Profitability

Operating Expense Ratio: (Expenses (Total) - Amortisation (COA) - Depreciation (COA) - Interest Expense (COA)) / Revenue (COA)

(£51,141 - £0 - £0 - £0) / £99,427= 51.4%

This ratio shows the proportion of revenue that goes toward operating expenses. A lower operating expense ratio means that the company is spending less on day-to-day operations relative to its revenue, improving overall profitability. A company with a lower ratio is likely more efficient.

Net Profit: Net Profit/Loss After Tax

£11,076= £11,076

This metric indicates how much profit the company makes after all its costs, taxes, and interest are deducted from revenue. High profitability means the company is doing well in managing its resources and generating significant returns for its stakeholders.

Net Profit Margin: Net Profit/Loss After Tax / Total Income

£11,076 / £99,427= 11.1%

Net profit margin represents the percentage of revenue that remains as profit after all expenses. A higher margin means the company is more effective at turning sales into actual profit, which is an important sign of financial health and operational efficiency.

Return on Equity: Net Profit/Loss After Tax / abs((0)/2 + Owners Equity (Total)/2)

£11,076 / abs(£173,249/2 + £184,325/2)= 6.2%

Return on equity (ROE) shows how well the company uses shareholders' equity to generate profits. A higher ROE means that the company is generating more profit from each dollar invested by its shareholders, making it an attractive investment.

Liquidity

Cash Balance: Cash & Cash Equivalents (COA)

£219,411= £219,411

The cash balance reflects how much cash the company has available to meet short-term obligations. A healthy cash balance ensures that the company can cover its immediate expenses, invest in opportunities, and handle unexpected costs without needing to rely on borrowing.

Current ratio: Current Assets (Total) / abs(Current Liabilities (Total))

£505,411 / abs(£256,401)= 1.97

The current ratio compares the company's current assets (like cash, inventory, and receivables) to its current liabilities (like short-term debts). A higher ratio means the company is in a strong position to pay off its short-term obligations, which reflects good financial health and stability.

Debtors days: (((0)/2 + Accounts Receivable (COA)/2) / Revenue (COA)) * Num Days

((£246,098/2 + £278,007/2) / £99,427) * 28= 73.8 days

This metric calculates the average number of days it takes for the company to collect payments from customers. Fewer debtor days indicate that the company is collecting payments more quickly, improving cash flow and liquidity.

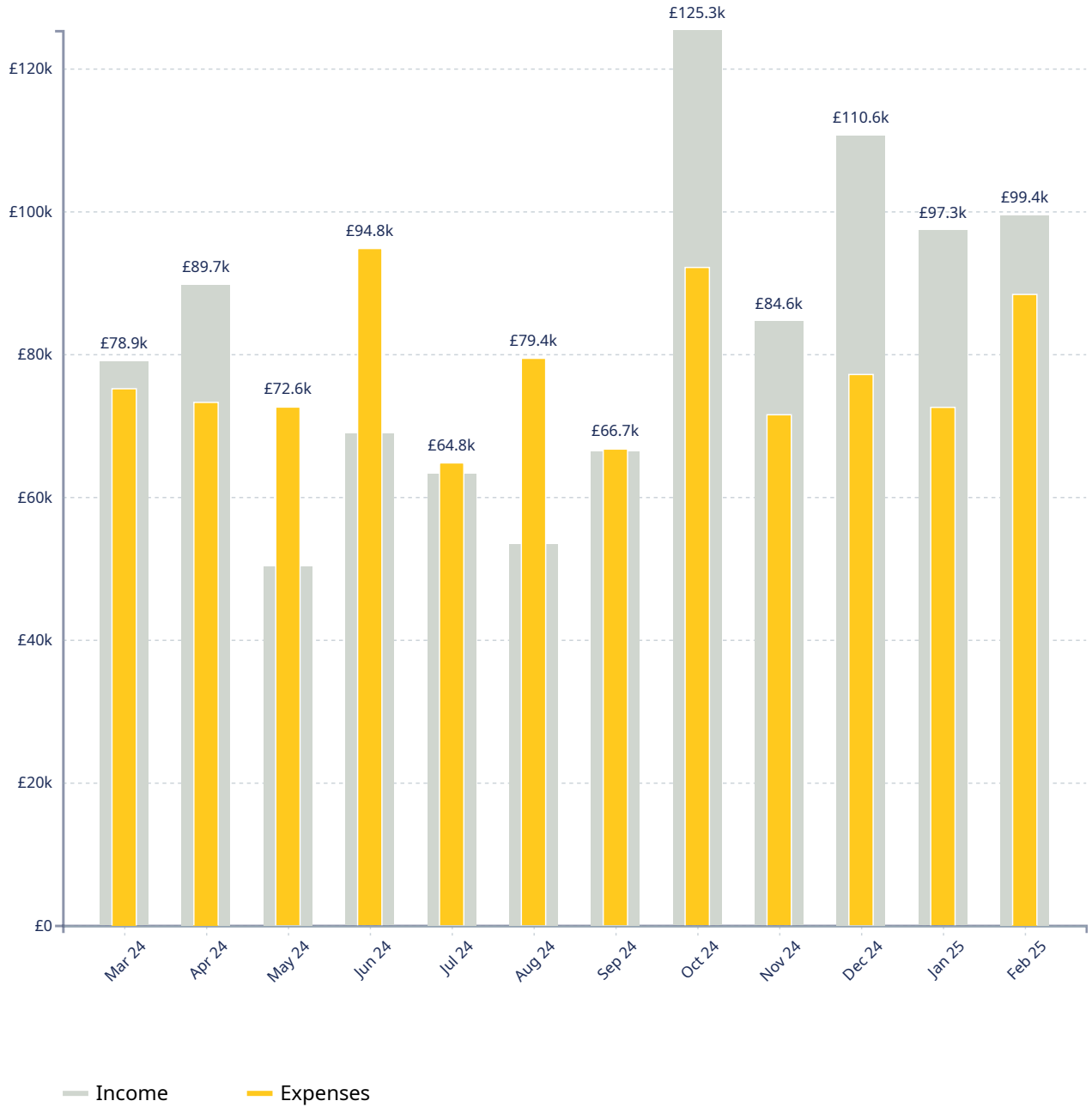
Creditors days: (((0)/2 + Accounts Payable (COA)/2) / (Cost of Sales (Total) + Expenses (Total))) * Num Days

((£178,554/2 + £182,984/2) / (£37,210 + £51,141)) * 28= 57.3 days

Creditor days measure the average time the company takes to pay its suppliers. Longer creditor days can help preserve cash in the short term, but excessively long payment periods may damage supplier relationships. A balance is needed to maintain both liquidity and good supplier relations.

Income Vs. Expenses

01 March 2024 - 28 February 2025



Graph Insights

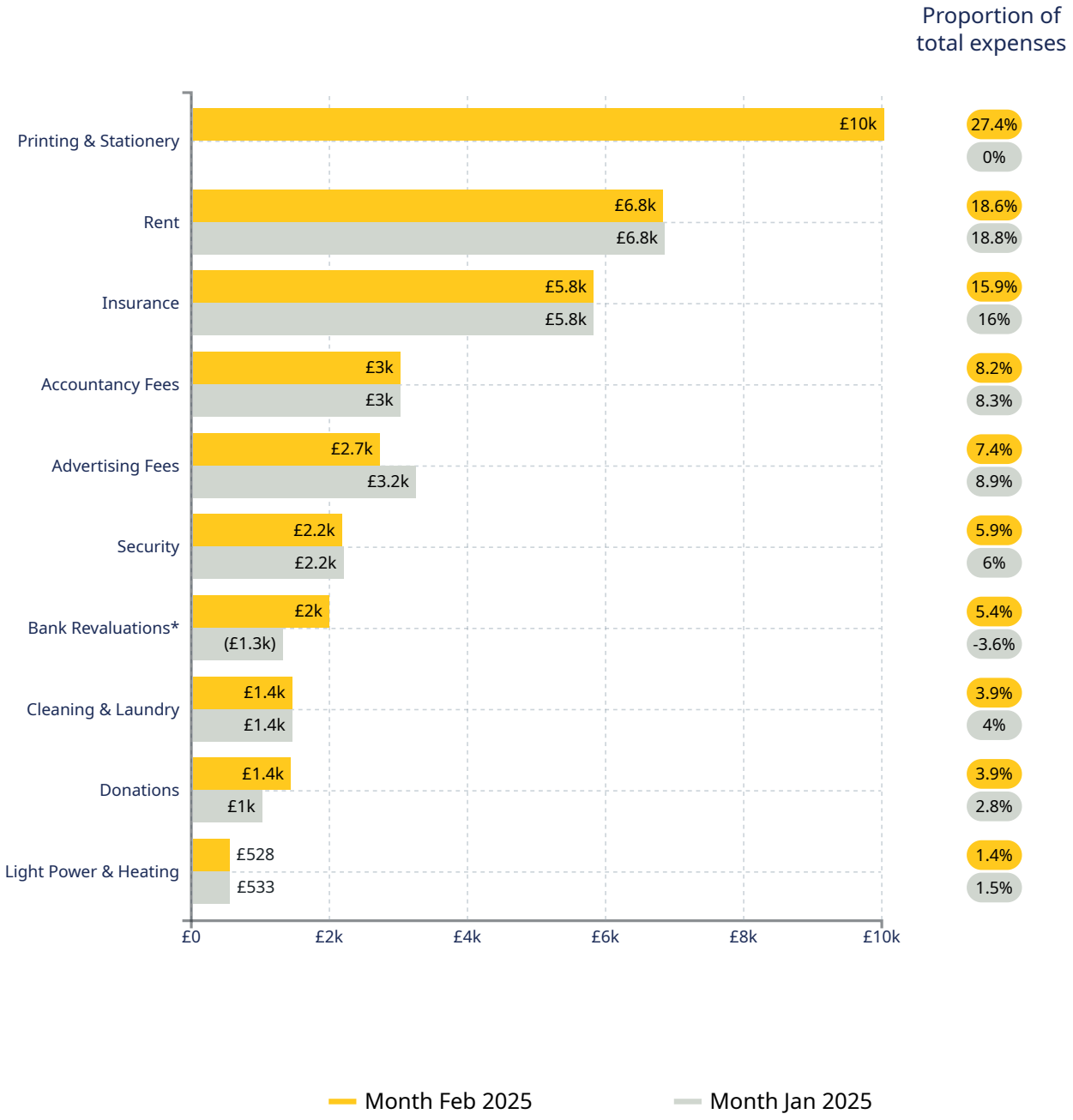
Income for the period March 2024 to February 2025 was £987.9k. Average income per month was £82.3k. The best performing month was October 2024 (income of £125.3k) while the worst performing month was May 2024 (income of £50.3k).

Expenses for the period March 2024 to February 2025 were £928.3k. Average expenses per month were £77.4k. The most expenses were incurred in June 2024 (expenses of £94.8k) while the least expenses were incurred in July 2024 (expenses of £64.8k).

Profit for the period March 2024 to February 2025 was £59.6k. Average profit per month was £5k. The best performing month was December 2024 (profit of £33.4k).

Top Expenses Accounts

01 February 2025 - 28 February 2025 vs 01 January 2025 - 31 January 2025



Graph Insights

The top expenses account for the month of February 2025 is Printing & Stationery. Printing & Stationery represents 27.4% of expenses accounts (up versus 0.00% in January 2025). The top 3 expenses accounts represent 61.9% of total expenses (up versus 34.9% in January 2025). Professional Fees exhibited the largest change in proportion of expenses from 38.6% in January 2025 to 0.00% in February 2025.

Profit and Loss

01 February 2025 - 28 February 2025 vs 01 January 2025 - 31 January 2025

	Feb 2025	Jan 2025	Variance	Variance (%)	YTD (FY)
Sales	£99,427	£84,765	£14,661	(+17%) ▲	£184,192
Cost of Sales	£51,833	£36,303	£15,530	(+43%) ▲	£88,136
Gross Profit	**£47,594**	**£48,462**	**(£869)**	**(-2%)** ▼	**£96,056**
GP%	**47.9%**	**57.2%**	**-9.3%**	**(-16%)** ▼	**52.2%**
Expenses					
Accountancy Fees	£3,000	£3,000	-		£6,000
Advertising Fees	£2,700	£3,225	(£525)	(-16%) ▼	£5,925
Bad Debts	£50	£50	-		£100
Bank Charges	£18	£18	-		£35
Cleaning & Laundry	£1,435	£1,435	-		£2,870
Donations	£1,414	£1,000	£414	(+41%) ▲	£2,414
Insurance	£5,800	£5,800	-		£11,600
Light Power & Heating	£528	£533	(£5)	(-1%) ▼	£1,061
Non-Cash Expenses	£2,612	(£1,828)	£4,439	(+243%) ▲	£784
Printing & Stationery	£10,000	-	£10,000		£10,000
Professional Fees	-	£14,000	(£14,000)	(-100%) ▼	£14,000
Rent	£6,806	£6,831	(£25)	(+0%) ▼	£13,636
Security	£2,156	£2,175	(£19)	(-1%) ▼	£4,330
Total Expenses	£36,518	£36,238	£279	(+1%) ▲	£72,756
Operating Profit	**£11,076**	**£12,224**	**(£1,148)**	**(-9%)** ▼	**£23,300**
Other Income	-	£12,000	(£12,000)	(-100%) ▼	£12,000
Interest Received	-	£551	(£551)	(-100%) ▼	£551
Profit/Loss Before Tax	**£11,076**	**£24,776**	**(£13,700)**	**(-55%)** ▼	**£35,852**
Profit/Loss After Tax	**£11,076**	**£24,776**	**(£13,700)**	**(-55%)** ▼	**£35,852**

Balance Sheet

01 February 2025 - 28 February 2025 vs 01 January 2025 - 31 January 2025

	Feb 2025	Jan 2025	Variance	Variance (%)
Assets				
Non-Current Assets				
Investment in Blooming Cupcakes	£20,000	£20,000	-	
Investment in Associate	£70,000	£70,000	-	
Buildings	£8,500	£8,500	-	
Plant & Equipment	£13,311	£13,311	-	
Office Equipment	(£645)	(£645)	-	
Furniture & Fittings	£15,939	£15,939	-	
IT equipment	£4,380	£4,380	-	
Total Non-Current Assets	£131,484	£131,484	-	
Current Assets				
Merchandise Stock	£2,000	£2,000	-	
Coffee Freezo	£915	£620	£295	(+48%) ▲
Accounts Receivable	£278,007	£246,098	£31,909	(+13%) ▲
Bank Accounts				
Pabbie Bank	£53,977	£44,424	£9,553	(+22%) ▲
Cash Register	£30,422	£20,922	£9,501	(+45%) ▲
Savings Account	£135,011	£136,985	(£1,974)	(-1%) ▼
Total Bank Accounts	£219,411	£202,331	£17,080	(+8%) ▲
Inventory	£12,479	£37,501	(£25,021)	(-67%) ▼
Other Current Assets	£32,600	£32,650	(£50)	(+0%) ▼
Total Current Assets	£545,411	£521,200	£24,212	(+5%) ▲
Current Liabilities				
Tax Liabilities	£29,417	£20,711	£8,706	(+42%) ▲
Accounts Payable	£66,134	£61,704	£4,429	(+7%) ▲
Other Current Liabilities	£120,850	£120,850	-	
Total Current Liabilities	£216,401	£203,265	£13,136	(+6%) ▲
Net Current Assets	**£329,010**	**£317,934**	**£11,076**	**(+3%)** ▲
Total Assets less Current Liabilities	**£460,495**	**£449,419**	**£11,076**	**(+2%)** ▲
Long-Term Liabilities				
Loan from Jacques Jolly Jumpers	£43,470	£43,470	-	
Intercompany Loan	£2,700	£2,700	-	
Loan Account: Capital Queen	£230,000	£230,000	-	
Total Long-Term Liabilities	£276,170	£276,170	-	
Total Liabilities	**£492,571**	**£479,435**	**£13,136**	**(+3%)** ▲
Net Assets	**£184,325**	**£173,249**	**£11,076**	**(+6%)** ▲
Capital and Reserves				
Retained Earnings	£183,325	£172,249	£11,076	(+6%) ▲
Equity	£1,000	£1,000	-	
Total Capital and Reserves	£184,325	£173,249	£11,076	(+6%) ▲