

**WILLKOMMEN! BIENVENUE! WELCOME!**

to the world of

**MagicWorkbooks®**

# **ProfitReporter**

This is a **Magic**Workbook: a controlling tool in the form of a Microsoft Excel file.

No macros, no write protection. All formulas used are visible.

All formats used are standard Excel which transform into your country's Excel formats.

You can import your DATA from any source that supports MS Excel.

You can also add your own worksheets as you see fit.

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## System requirements

Platform: Windows 98 or later operating system  
Microsoft Excel Version: 2007 or later  
(You need a xls format (excel 2003) – send us a short information after you placed the order – [support@magicworkbooks.com](mailto:support@magicworkbooks.com) - we'll send you the ordered xls MagicWorkbook by email)















## Product Survey - ProfitReporter

Automatic monthly reporting for Income Statement / P&L accounts  
cost of sales / total expenditure format

- You want a fast and easy way to generate monthly reports?
- An efficient year-end projection?
- An easy way to work out different scenarios?
- plus a few neat graphs for presentations?

**Then ProfitReporter is the tool for you!**

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**ProfitReporter**

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<b>WELCOME</b>	<b>Text</b>	<b>Introduction / Manual</b>	
DATA	spreadsheet	DATA INPUT	
DEMODATA	spreadsheet	Demo data	
Budget	spreadsheet	SURVEY BUDGET DATA	
Actual	spreadsheet	SURVEY ACTUAL DATA	
LastYear	spreadsheet	SURVEY LAST YEAR'S DATA	
ProjData	spreadsheet	PROJECTION DATA SURVEY	
Projection	spreadsheet	PROJECTION	
Scenario	interactive	Scenario	
Monthly	spreadsheet	Monthly summary	
Year	spreadsheet	Year to date summary	
Rev	Graph	Revenue	
CostP	Graph	Cost Structure Percent	
CostA	Graph	Cost Structure absolute	

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Scenario

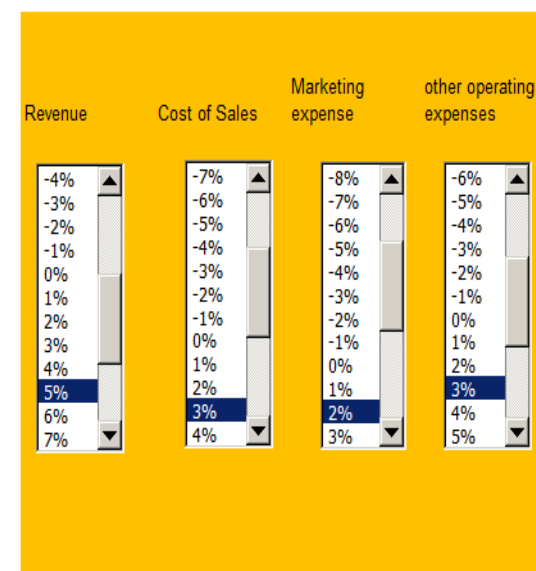
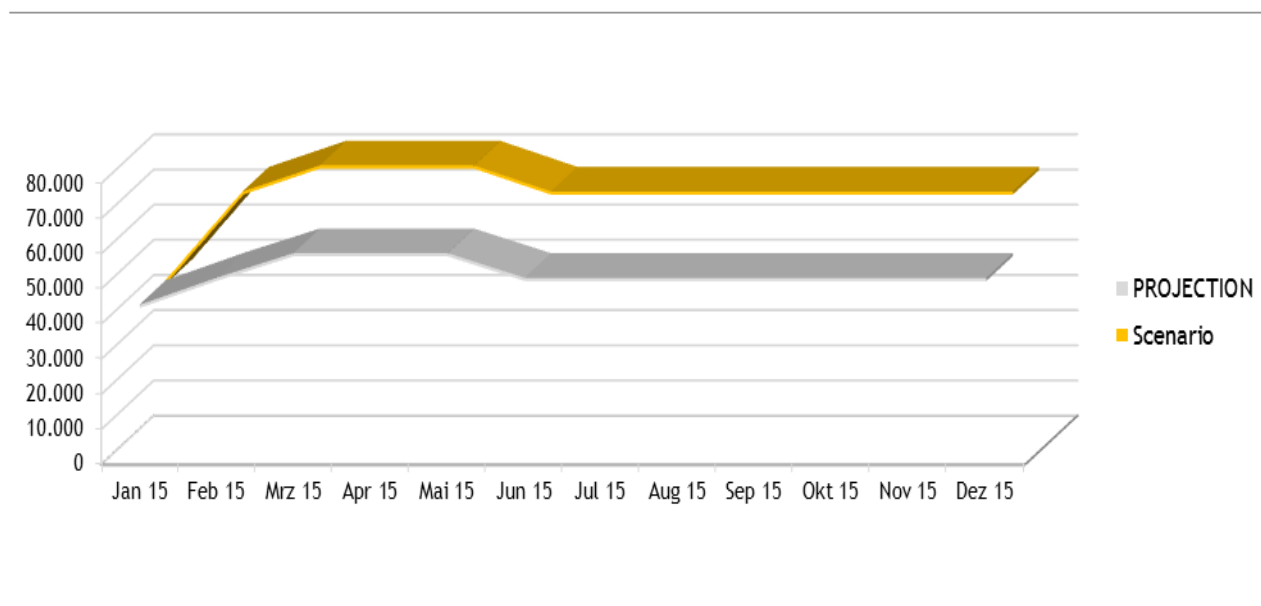
Operating Income

Big Bugs Ltd.

Currency: \$ HK

Year: 2015

	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total
PROJECTION	45,051	52,742	59,742	59,742	59,742	52,742	52,742	52,742	52,742	52,742	52,742	52,742	646,213
Scenario	45,051	70,296	77,706	77,706	77,706	70,296	70,296	70,296	70,296	70,296	70,296	70,296	840,540



Operating Income	PROJECTION	646,213
Revenue	5%	324,704
Cost of Sales	3%	-57,054
Marketing expense	2%	-14,194
other operating expenses	3%	-59,129
on balance		194,327
Operating Income	Scenario	840,540

## Cumulative Survey BUDGET - PROJECTION - LAST YEAR

select the month you want from the dropdown menu:

Dec-15

Dec-14

### Year to date summary

Dec-15

Big Bugs Ltd.

Currency: \$ HK

Year: 2015

Set filter to "D"  
to hide empty  
rows!

		Year to date						
		Budget	Projection	Variance	Var%	Last Year	Variance	Var%
D	Revenue	7,051,728	7,041,728	-10,000	0%	6,403,728	638,000	9%
D	Cost of Sales	-2,064,888	-2,055,888	9,000	0%	-1,824,888	-231,000	-11%
D	<b>Gross operating profit</b>	<b>4,986,840</b>	<b>4,985,840</b>	<b>-1,000</b>	<b>0%</b>	<b>4,578,840</b>	<b>407,000</b>	<b>8%</b>
D	Other operating income	23,652	21,961	-1,691	-7%	23,652	-1,691	-8%
D	Administration expense	-1,453,236	-1,443,236	10,000	1%	-1,453,236	10,000	1%
D	Marketing expense	-774,204	-778,204	-4,000	-1%	-774,204	-4,000	-1%
D	other operating expenses	-2,150,148	-2,140,148	10,000	0%	-2,150,148	10,000	0%
D	<b>Operating Income</b>	<b>632,904</b>	<b>646,213</b>	<b>13,309</b>	<b>2%</b>	<b>224,904</b>	<b>421,309</b>	<b>65%</b>
D	Income from associates	0	0	0	0%	0	0	0%
D	Income from investments	0	0	0	0%	0	0	0%
D	Interest income	30,312	28,299	-2,013	-7%	30,312	-2,013	-7%
D	Dep & Amort. of financial investments	-216,000	-216,000	0	0%	-216,000	0	0%
D	Interest expense	-105,348	-101,348	4,000	4%	-105,348	4,000	4%
D	Financial income	-291,036	-289,049	1,987	1%	-291,036	1,987	1%
D	<b>Income before Taxes</b>	<b>341,868</b>	<b>357,164</b>	<b>15,296</b>	<b>4%</b>	<b>-66,132</b>	<b>423,296</b>	<b>119%</b>
D	extraordinary income	24,000	22,100	-1,900	-8%	24,000	-1,900	-9%
D	extraordinary expense	0	0	0	0%	0	0	0%
D	<b>extraordinary result</b>	<b>24,000</b>	<b>22,100</b>	<b>-1,900</b>	<b>-8%</b>	<b>24,000</b>	<b>-1,900</b>	<b>-9%</b>
D	Income tax	-111,590	-115,676	-4,086	-4%	0	-115,676	-100%
D	Other taxes	-34,812	-34,812	0	0%	-34,746	-66	0%
D	<b>Tax total</b>	<b>-146,402</b>	<b>-150,488</b>	<b>-4,086</b>	<b>-3%</b>	<b>-34,746</b>	<b>-115,742</b>	<b>-77%</b>
D	<b>Net Income</b>	<b>219,466</b>	<b>228,776</b>	<b>9,310</b>	<b>4%</b>	<b>-76,878</b>	<b>305,654</b>	<b>134%</b>
D	<b>additional information</b>							
D	Goods & Services purchased	-2,064,888	-2,024,888	40,000	2%	-2,064,888	40,000	2%
D	Goods purchased	-1,445,424	-1,425,424	20,000	1%	-1,445,424	20,000	1%
D	Services purchased	-619,464	-599,464	20,000	3%	-619,464	20,000	3%
D	Payroll	-1,128,144	-1,134,144	-6,000	-1%	-1,128,144	-6,000	-1%
D	Wages	-983,208	-987,208	-4,000	0%	-983,208	-4,000	0%
D	Social security etc.	-144,936	-146,936	-2,000	-1%	-144,936	-2,000	-1%
D	Depreciation & Amortisation	-47,460	-47,460	0	0%	-47,460	0	0%
D	D&A normal	-47,460	-47,460	0	0%	-47,460	0	0%
D	D&A extraordinary	0	0	0	0%	0	0	0%

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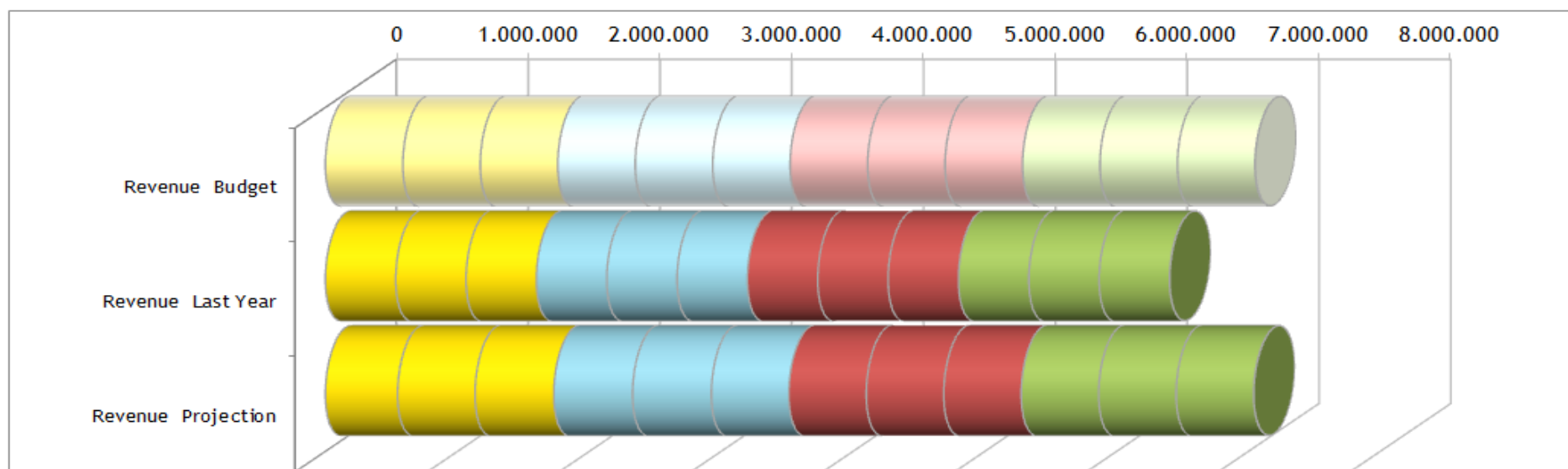
## Revenue

Currency: \$ HK

Big Bugs Ltd.

Year: 2015

	Actual	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	ProjData	
	Jan-15	Feb-15	Mar-15	Apr-15	May-15	Jun-15	Jul-15	Aug-15	Sep-15	Oct-15	Nov-15	Dec-15	Total
Revenue Budget	587,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	7,051,728
Revenue Last Year	533,644	533,644	533,644	533,644	533,644	533,644	533,644	533,644	533,644	533,644	533,644	533,644	6,403,728
Revenue Projection	547,644	587,644	597,644	597,644	597,644	587,644	587,644	587,644	587,644	587,644	587,644	587,644	<b>7,041,728</b>



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**Cost Structure Percent**

Currency: \$ HK

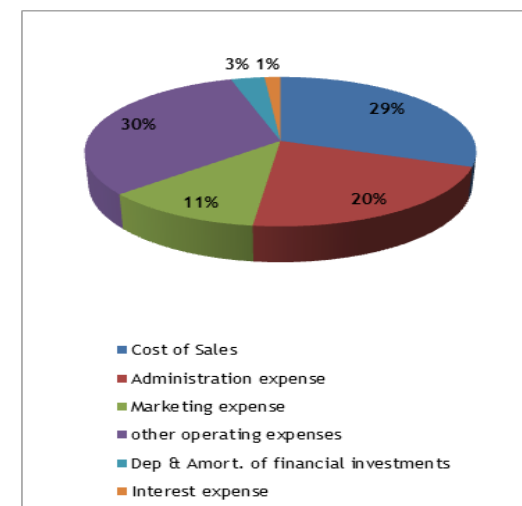
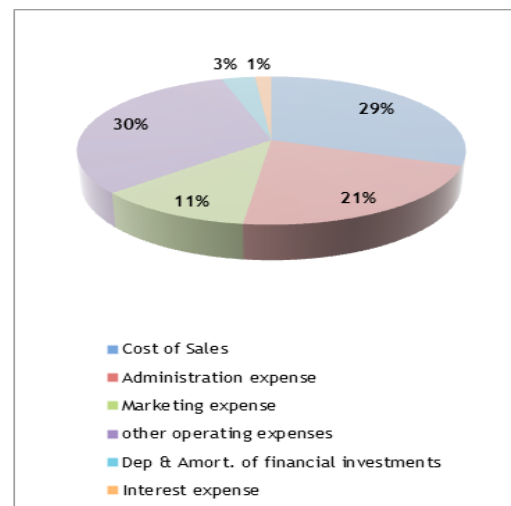
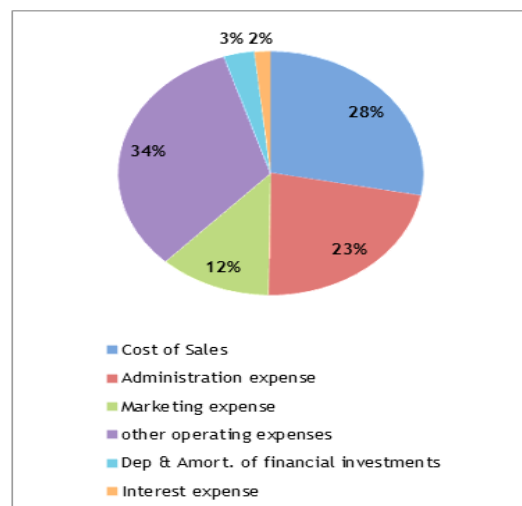
Big Bugs Ltd.

Year: 2015

		Last Year	
Revenue		6,403,728	
			% von Revenue
D	Cost of Sales	1,824,888	28%
D	Administration expense	1,453,236	23%
D	Marketing expense	774,204	12%
D	other operating expenses	2,150,148	34%
D	Dep & Amort. of financial investments	216,000	3%
D	Interest expense	105,348	2%
D	<b>Total</b>	<b>6,523,824</b>	<b>102%</b>

		Budget	
Revenue		7,051,728	
			% von Revenue
	Cost of Sales	2,064,888	29%
	Administration expense	1,453,236	21%
	Marketing expense	774,204	11%
	other operating expenses	2,150,148	30%
	Dep & Amort. of financial investments	216,000	3%
	Interest expense	105,348	1%
	<b>Total</b>	<b>6,763,824</b>	<b>96%</b>

		Projection	
Revenue		7,041,728	
			% von Revenue
	Cost of Sales	2,055,888	29%
	Administration expense	1,443,236	20%
	Marketing expense	778,204	11%
	other operating expenses	2,140,148	30%
	Dep & Amort. of financial investments	216,000	3%
	Interest expense	101,348	1%
	<b>Total</b>	<b>6,734,824</b>	<b>96%</b>



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**Cost Structure absolute**

Currency: \$ HK

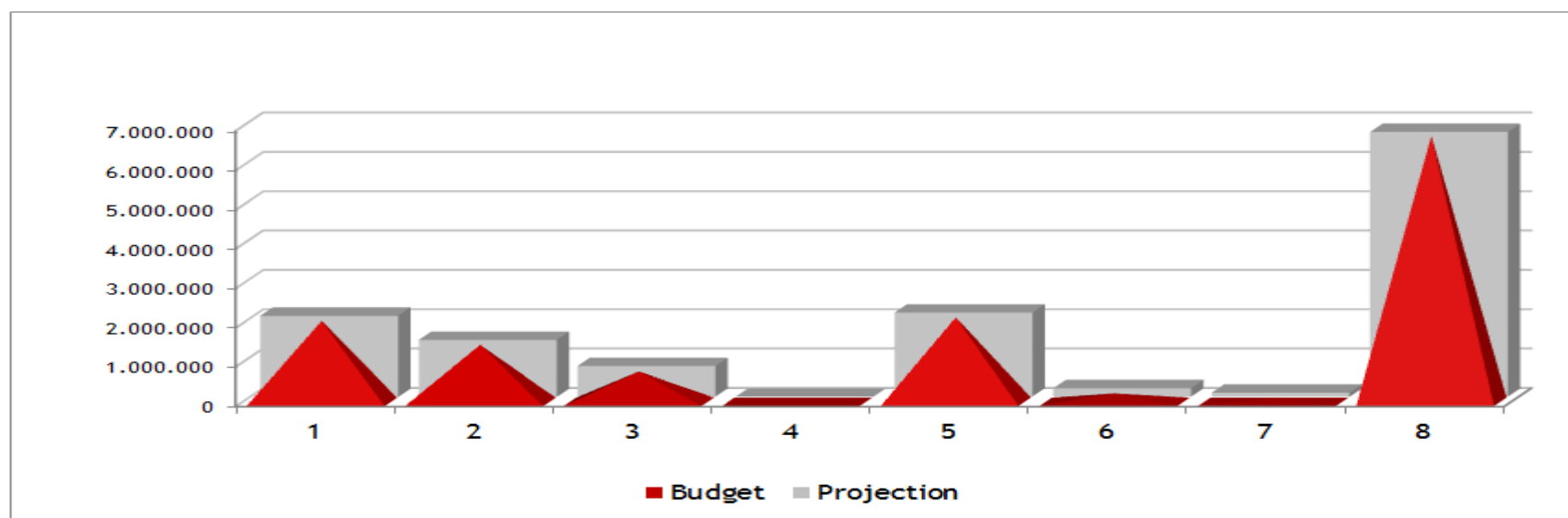
**Big Bugs Ltd.**

Year: 2015

Set filter to  
"D" to hide  
empty rows!

			Last Year
D	<input type="checkbox"/> Cost of Sales	<b>1</b>	1,824,888
D	Administration expense	<b>2</b>	1,453,236
D	Marketing expense	<b>3</b>	774,204
		<b>4</b>	0
D	other operating expenses	<b>5</b>	2,150,148
D	Dep & Amort. of financial investments	<b>6</b>	216,000
D	Interest expense	<b>7</b>	105,348
D	<b>Total</b>	<b>8</b>	<b>6,523,824</b>

Budget	Projection	Variance pos	Variance neg
2,064,888	2,055,888	9,000	0
1,453,236	1,443,236	10,000	0
774,204	778,204	0	-4,000
0	0	0	0
2,150,148	2,140,148	10,000	0
216,000	216,000	0	0
105,348	101,348	4,000	0
<b>6,763,824</b>	<b>6,734,824</b>	<b>33,000</b>	<b>-4,000</b>





In what way do **MagicWorkbooks®** differ from normal Excel workbooks?

**MagicWorkbooks** are easier to use:

- Easy-to-handle data input with demo data for orientation
- All data to be entered only once
- No programming knowledge required
- No detailed knowledge of Microsoft Excel required
- No work on spreadsheets or charts required
- No scrolling for sheets thanks to a Hyperlink-table of contents

**MagicWorkbooks** are faster:

- A monthly report with 20 spreadsheets and 20 charts in 20 minutes?
- Calculate year-end liquid reserves with changes in revenue prediction for every month in half an hour?
- Compute balance sheets for the next five years in one hour?
- Decision on a \$ 50 million sale-and-lease-back operation: Prepare all relevant data in one hour?
- Determine capital re-investment requirements (fixed assets) for the next year in 10 minutes?
- Prepare a comprehensive company presentation for your bank in one hour?

With **MagicWorkbooks** all that is „business as usual“!

This was just a brief survey ...

if you have further questions regarding this workbook, email us!

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