



An Example of how FinGenie Works

In the world of business, success is measured by financial performance. Yet, for many business owners, business managers and entrepreneurs, interpreting financial statements, while vital for success, can seem like deciphering a foreign language. This is precisely where FinGenie steps in with our powerful software. We zero in on the crucial numbers that drive your business – we call them Key Performance Indicators or KPIs. We firmly believe that understanding your financial health should be a straightforward process, not a frustration. It should be your basis for making informed decisions and realising prosperity.

Summary Report

Profitability	4.35%
Profit	R2 139 216,00
Assets Managed	R15 511 776,00
Asset Turnover	3.17 times
Cash Flow	R470 352,00
ROAM	13.79%
Valuation	R5 516 304,00

We extract certain figures from the financial statements and run the software. The software has produced our KPIs being Profitability, Asset Turnover, Cash flow, ROAM and Valuation.

The software will also tell us the state of our business drivers or levers which are those components of a business that management can control or change.

We are able to see the following:

Sales 100% - this is your sales base

Cost of Sales 83.4% of Sales

Expenses 13.5% of Sales

Stock 81 days

Debtors 64 days

Creditors 56 days

Summary	ROS	Asset Turn	Cash Position	Return On Assets Managed	Valuation	How To
Base Data for 2018		Set New Targets Here				
Sales:	100%	Sales <i>i</i>	Stock <i>i</i>			
Cost Of Sales:	83.4	0	80,9739808153			
Expenses:	13.5	Cost Of Sales <i>i</i>	Debtors <i>i</i>			
Stock:	80.97	83,4	63,8385			
Debtors:	63.84	Expenses <i>i</i>	Creditors <i>i</i>			
Creditors:	56.3	13,5	56,2992805755			
Click To See The Effect		Reset To				

NOTE: ANY NUMBER OF SCENARIOS CAN BE TESTED WITH REALTIME RESULTS

Management analyses these numbers and believe they can make the following changes:

Increase sales by 7% by increasing prices and introducing a new line.

Decrease Cost of Sales to 82% of sales by using a more competitive supplier

Reduce expenses to 11.5% of Sales by increasing efficiencies.

Reducing stock days to 65 by introducing software and better warehouse layout

Reduce debtors days to 55 by introducing stricter criteria

Pushing creditor days to 65 due to the better terms offered by the alternative supplier.

We now apply these changes to our software:

Home

Summary

ROS

Asset Turn

Cash Position

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How To

Base Data for 2018

Sales:

100%

Cost Of Sales:

83.4

Expenses:

13.5

Stock:

80.97

Debtors:

63.84

Creditors:

56.3

Set New Targets Here

Sales ⓘ

7

Stock ⓘ

65

Cost Of Sales ⓘ

82

Debtors ⓘ

55

Expenses ⓘ

11.5

Creditors ⓘ

65

Click To See The Effect

Reset To

We now click to see the effect:

Click To See The Effect

Effect Of Changes

	Base Data	Target Data	Change
Profitability-Ros	4.35%	6.67%	2.32%
Asset turn -t	3.17 times	4.36 times	1.19 times
ROAM	13.79%	29.09%	15.3%
Cash Flow	R470 352,00	R5 287 005,74	R4 816 653,74
Valuation	R5 516 304,00	R10 781 918,55	R5 265 614,55

The software comes with two PDF reports which highlight the before and after scenario for each KPI. FinGenie is so simple to use that you can change scenarios in real time to see the outcomes. FinGenie enables data-driven decision making and scenario planning.

The following is an example from the PDF report:

Drivers And Targets

	Base Data	Targets
Sales:	100%	107%
Cost Of Sales:	83.4	82
Expenses:	13.5	11.5
Stock:	80.97	65
Debtors:	63.84	55
Creditors:	56.3	65
Previous Tax Rate: 27.75% Expected Tax Rate: 27.75% Capitalisation Rate: 4		

Effects Of Change

	Base Data	Target Data	Change
Profitability-Ros	4.35	6.67	2.32
Asset turn -t	3.17	4.36	1.19
ROAM	13.79	29.09	15.3
Cash Flow	R470 352,00	R5 287 005,74	R4 816 653,74
Valuation	R5 516 304,00	R10 781 918,55	R5 265 614,55

This business has been dramatically improved:

In this scenario, the cash flow has increased by R4.8m and the valuation by R5.3m.

The application of FinGenie has illustrated significant improvement in the KPIs as the above summary shows. FinGenie is revolutionary software showing real-world transformation.



FinGenie – Enabling Business Success with Powerful KPIs and Insightful Scenarios

FinGenie utilises comprehensive KPIs to illustrate how a successful business can be built. The KPIs we use in the software cover every aspect of the business that an owner or manager can control, making them a simple yet highly effective tool.

Our KPI methodology covers every critical component of the business, leaving no blind spots unlike traditional metrics. This approach allows business owners to have a holistic view of their operational and financial health.

Complex financial data often leads to confusion- we take that confusion out by simplifying the information into easily digestible KPIs. This does not mean we sacrifice effectiveness; in fact, it is enhanced by enabling quick and informed decision-making.

These comprehensive KPIs can be the driving force behind a business's success. When business owners have a clear, real time understanding of their financial health, they can take proactive steps to maximise profits, optimize operations and achieve their growth goals. The mystery of cash flow also becomes much more readily understandable.

This methodology really empowers business owners and managers. It helps them take control of their businesses, confidently steer them towards success, and achieve the outcomes they desire. FinGenie provides a truly valuable approach to building a successful business.

