

# Profit and Loss

For the year ended 30 June 2019

	2019	2018	2017
<b>Trading Income</b>			
Export Sales	6,429.92	17,182.56	39,961.04
Interest Income	-	-	0.18
International Sales	5,023.24	1,470.95	202.05
Other Revenue	11,959.20	11,248.00	24,654.91
Retail Sales - Caskets Direct	112,228.29	158,770.67	134,493.01
Shipping Fees Collected	10,027.93	13,753.89	12,590.09
UNKNOWN CUSTOMER	-	-	119.39
Wholesale Sales - WFPA	396,383.16	435,106.81	250,372.33
<b>Total Trading Income</b>	<b>542,051.74</b>	<b>637,532.88</b>	<b>462,393.00</b>
<b>Cost of Sales</b>			
Foreign Exchange Cost	-	-	96.29
Closing Stock	-	(194,709.00)	(110,000.00)
Cost of Goods Shipped	20,773.10	8,482.33	1,165.10
Cost of Jewellery Items	-	-	3,064.69
Freight & Courier - Outwards	36,267.62	34,747.93	29,797.34
Int Cost of Goods Shipped	-	-	8,174.39
Neto Loyalty Reward Discount	2,780.80	-	-
Opening stock	-	110,000.00	93,314.00
Other Direct Costs	3,541.09	9,920.64	6,417.00
Purchase of Good (International)	177,311.36	316,784.94	154,163.91
Purchase of Goods (National)	8,988.80	3,983.94	14,399.64
<b>Total Cost of Sales</b>	<b>249,662.77</b>	<b>289,210.78</b>	<b>200,592.36</b>
<b>Gross Profit</b>	<b>292,388.97</b>	<b>348,322.10</b>	<b>261,800.64</b>
<b>Operating Expenses</b>			
Accounting Fee	3,700.00	3,564.00	3,392.00
Advertising and Marketing	10,180.11	3,772.69	15,327.73
AMAZON FEES	15.98	635.29	1,768.69
Bad Debts	-	334.86	4,068.46
Bank Charge and Fees	585.13	1,292.26	1,585.99
Big Commerce Fees	780.52	1,126.75	1,915.94
Bookkeeping & Consulting Fee	3,820.68	4,371.58	7,391.00
Business/Client Meetings	36.82	-	-
Cleaning	300.80	271.11	183.98
Computer Softwares & Licenses	6,726.99	14,089.86	4,763.23
Directors Superannuation	-	9,734.57	3,040.00
Discounts	10.00	-	-
Donations & Gifts	434.50	1,720.21	1,228.44
Entertainment	-	314.68	649.09
Event & Exhibition Fees	-	139.39	1,381.60

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	2019	2018	2017
	720.00	654.55	8.18
Filling Fees	102.93	-	249.00
Freight & Courier inwards	998.59	19,435.26	11,897.54
General Office Supply Expenses	1,486.11	2,265.82	1,422.20
Insurances	1,987.61	2,759.91	4,026.00
Interest Expense	1,961.29	3,637.32	3,017.00
International Distribution	1,660.14	6,526.89	730.98
International Marketing & Events	112.36	32,752.75	21,735.00
Legal Expenses	-	694.46	3,000.00
Merchant Fees	3,200.41	4,821.54	4,525.75
Motor Vehicle Expenses	76.37	150.83	1,218.51
National Exhibition/Events Fee	2,454.55	5,495.44	5,995.00
Office & Factory amenities	63.27	1,512.76	569.27
Paypal Fee	1,251.33	1,551.05	1,446.32
Printing & Stationery	126.11	6,879.71	5,176.87
Realised Currency Gains	2,206.74	149.90	(10,111.16)
	6,306.97	14,958.29	6,302.20
Rent	15,703.07	20,432.40	18,285.41
Repairs and Maintenance	285.00	390.40	1,529.51
Samples	-	13.92	51.33
SBE Immediate Assets Write-Off	-	-	919.53
Subscriptions & Newsletters	-	34.45	411.06
Superannuation Expense	6,501.41	4,577.34	4,537.74
Suspense	290.00	(290.00)	-
Telephone & Internet	2,357.24	2,288.80	3,382.69
Travel - International	1,347.67	14,281.10	12,541.00
Travel - National	2,181.91	2,139.39	2,655.85
Unrealised Currency Gains	(81.41)	(440.34)	(465.10)
Utilities - Light, Power, Heating	1,187.37	2,156.06	2,339.61
Wages and Salaries	70,671.44	49,602.24	79,766.00
Water	4.14	34.84	29.91
Website Design & Development	96.27	480.00	168.66
Website Hosting & Maintenance	1,047.92	873.30	1,713.98
Workcover Insurance	597.91	861.55	188.00
<b>Total Operating Expenses</b>	<b>153,496.25</b>	<b>243,049.18</b>	<b>235,959.99</b>
<b>Net Profit</b>	<b>138,892.72</b>	<b>105,272.92</b>	<b>25,840.65</b>