



MTC Management Dashboard

Prepared by: Yasser Soliman
yasser.soliman@cappross.com



Monthly Sales KPI

Overall Sales

1. Sales Order = Sales Contract
2. GM% = $(\text{Sales} - \text{COGS}) / \text{Sales}$
3. Sales Growth = $(M2 - M1) / M1$

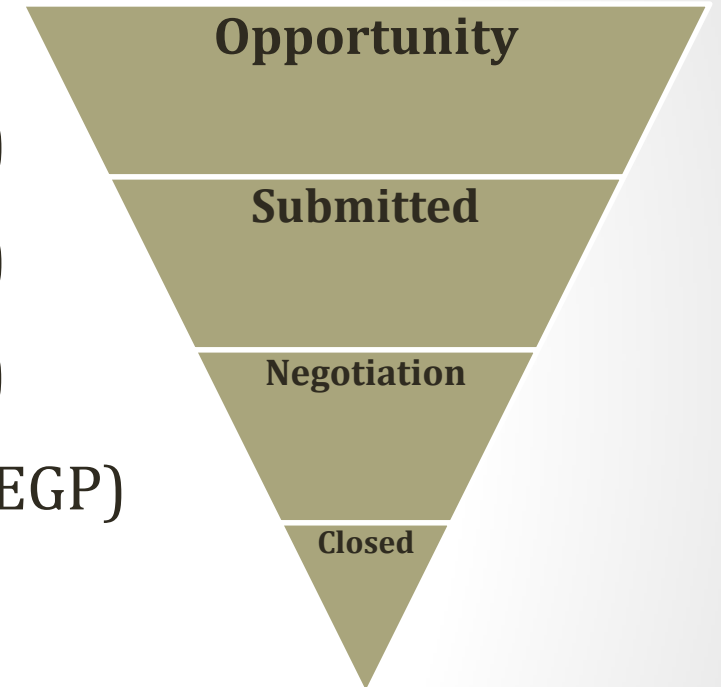
Sales Classification

1. Class A (<1.5M) = No. of Sales Order + Total amount (EGP)
2. Class B (1.5 – 3M) = No. of Sales Order + Total amount (EGP)
3. Class C (3M <) = No. of Sales Order + Total amount (EGP)

Monthly Sales KPI

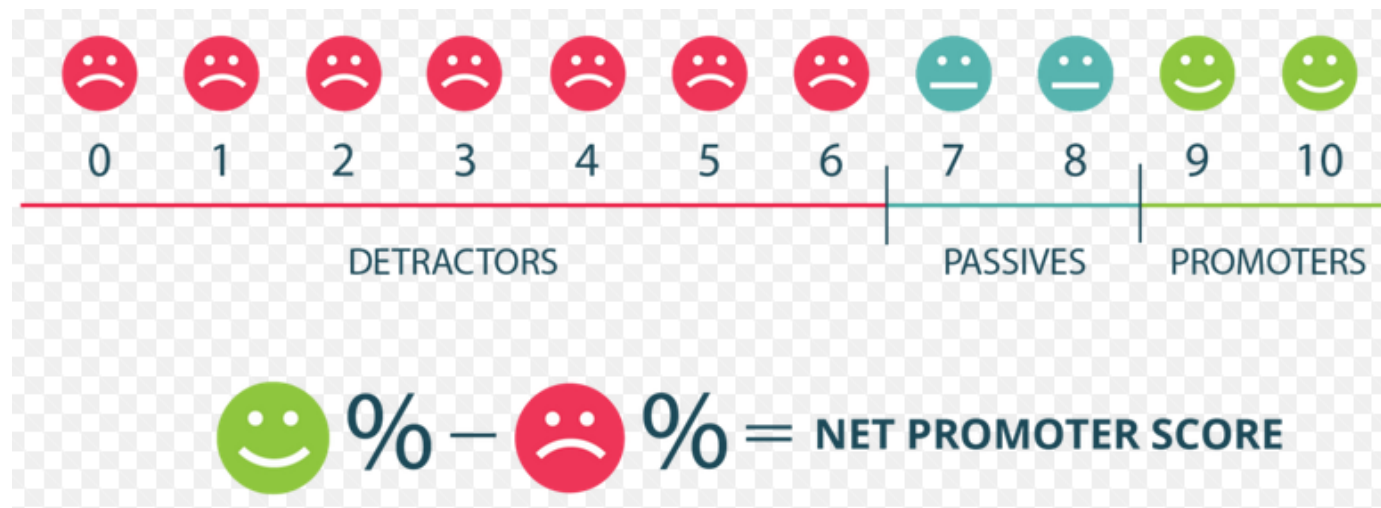
Sales Funnel

1. Sales Opportunities = Cases (# & Value EGP)
2. Submitted Proposals = Cases (# & Value EGP)
3. Customer Negotiation = Cases (# & Value EGP)
4. Closed Deals = Won/Lost (# & Value EGP)



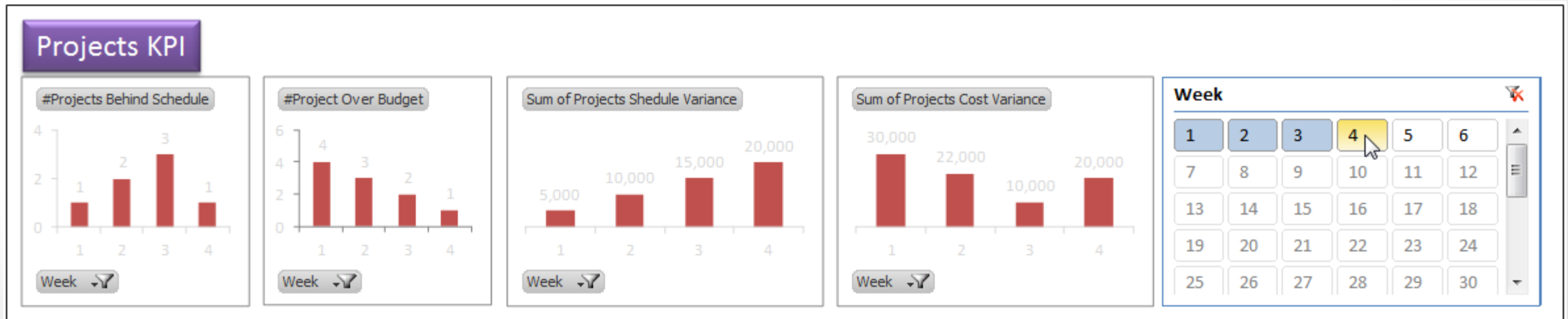
Monthly Customer KPI

1. Net Promoter Score (NPS)
2. New Customers (#)
3. Customer Growth



Monthly Projects KPI

1. Number of Projects Behind Schedule
2. Number of Projects Over Budget
3. Total Projects Schedule Variance = Earned Value – Planned Value
4. Total Projects Cost Variance = Earned Value – Actual Value



Short Term Liquidity KPI

1. Cash Flow = Cash Inflow – Cash Expenditure
2. Working Capital (non – Cash)
3. Quick Ratio = (Cash + Receivables)/Current liabilities
4. Revenue to WC ratio = Revenue/WC

	M1	M2	M3	M4
Cash Inflow				
Landscaping Services	\$40,000	\$42,000	\$41,000	\$43,000
Gardening Services	\$20,000	\$21,000	\$23,500	\$23,000
Window Cleaning Services	\$15,000	\$17,500	\$18,000	\$18,000
Total Cash Inflow	\$75,000	\$80,500	\$82,500	\$84,000
Cash Expenditures				
Wages	\$37,000	\$39,000	\$40,000	\$41,000
Capital Costs (Equipment purchases)	\$5,000	\$1,000	\$300	\$500
Maintenance and Repair	\$2,400	\$2,000	\$2,900	\$2,000
Advertising	\$500	\$300	\$300	\$300
Insurance	\$1,500	\$1,600	\$1,600	\$1,700
Total Cash Expenditures	\$46,400	\$43,900	\$45,100	\$45,500
Net Cash Flow	\$28,600	\$36,600	\$37,400	\$38,500

Monthly Operations KPI

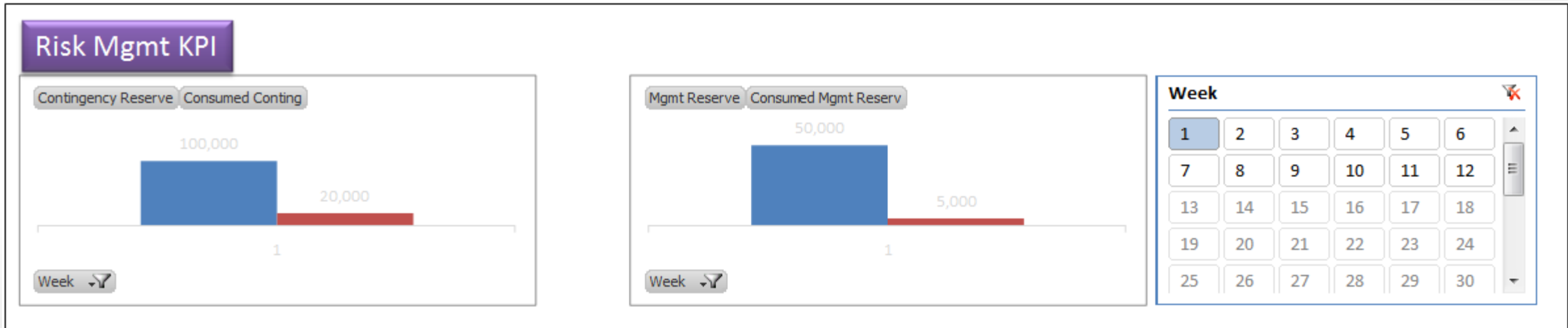
1. Average COGS to Sales = $\text{COGS} / \text{Sales}$
2. Average Overhead Cost to Sales = $\text{OPEX} / \text{Sales}$

Monthly A/R Aging KPI

1. A/R aging within 30 Days (EGP)
2. A/R aging within 60 Days (EGP)
3. A/R aging within 90 Days (EGP)
4. A/R aging over 90 Days (EGP)

Monthly Risk Mgmt KPI

1. Projects Contingency Reserve
2. Consumed Amount from Projects Contingency Reserve
3. Projects Management Reserve
4. Consumed Amount from Projects Management Reserve



Quarterly Days xx Outstanding KPI

1. Days Sales Outstanding (DSO) = Average Accounts Receivable / (Revenues / 365)
2. Days Inventory Outstanding (DIO) = Average Inventory / (COGS / 365)
3. Days Payable Outstanding (DPO) = Average Accounts Payable / (COGS / 365)
4. Cash Conversion Cycle = DSO + DIO - DPO

