

Firm A

Firm B

FIRM B

Firm A Performance Scorecard

Week 4 of Period 6

Ending March 20XX

SALES REPORT

Sales Report

Budget vs Actual Week

South Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	822	Store A	Same Store	21,409	16,234	5,175	31.9%	43.1%	38.0%	(5.1%)	19.2%	17.0%	(2.2%)	62.3%	55.0%	(7.3%)
2	1079	Store B	Same Store	16,318	15,044	1,274	8.5%	17.9%	38.0%	20.1%	23.7%	21.0%	(2.7%)	41.5%	59.0%	17.5%
3	1175	Store C	Year 1	8,523	9,174	(652)	(7.1%)	72.2%	38.0%	(34.2%)	35.2%	28.0%	(7.2%)	107.4%	66.0%	(41.4%)
4	1281	Store D	New	10,152	8,298	1,854	22.3%	51.3%	38.0%	(13.3%)	31.0%	28.0%	(3.0%)	82.3%	66.0%	(16.3%)
5	1269	Store E	Year 1	12,548	13,224	(676)	(5.1%)	48.6%	38.0%	(10.6%)	27.5%	21.0%	(6.5%)	76.2%	59.0%	(17.2%)
Totals			Overall	68,949	61,974	6,976	11.3%	42.9%	38.0%	(4.9%)	25.5%	21.7%	(3.9%)	68.4%	59.7%	(8.8%)
Central Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	663	Store F	Same Store	15,896	14,786	1,111	7.5%	57.1%	38.0%	(19.1%)	21.8%	17.0%	(4.8%)	79.0%	55.0%	(24.0%)
2	859	Store G	Same Store	15,230	12,682	2,548	20.1%	41.5%	38.0%	(3.5%)	26.1%	21.0%	(5.1%)	67.6%	59.0%	(8.6%)
3	703	Store H	Same Store	9,567	9,194	373	4.1%	46.3%	38.0%	(8.3%)	21.9%	28.0%	6.1%	68.2%	66.0%	(2.2%)
4	1193	Store I	Year 1	8,100	6,877	1,223	17.8%	42.7%	38.0%	(4.7%)	30.1%	28.0%	(2.1%)	72.8%	66.0%	(6.8%)
Totals			Overall	48,793	43,539	5,254	12.1%	47.7%	38.0%	(9.7%)	24.5%	22.2%	2.3%	72.3%	60.2%	(12.1%)
North Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	619	Store J	Same Store	12,930	12,256	674	5.5%	39.6%	38.0%	(1.6%)	24.7%	21.0%	(3.7%)	64.3%	59.0%	(5.3%)
2	742	Store K	Same Store	11,808	13,493	(1,685)	(12.5%)	43.0%	38.0%	(5.0%)	26.4%	21.0%	(5.4%)	69.4%	59.0%	(10.4%)
3	1126	Store L	Year 1	8,510	7,680	830	10.8%	80.4%	38.0%	(42.4%)	25.2%	28.0%	2.8%	105.6%	66.0%	(39.6%)
4	1288	Store M	New	7,898	8,298	(399)	(4.8%)	42.4%	38.0%	(4.4%)	34.7%	21.0%	(13.7%)	77.1%	59.0%	(18.1%)
Totals			Overall	41,146	41,726	(580)	(1.4%)	49.6%	38.0%	(11.6%)	27.2%	22.4%	-4.8%	76.8%	60.4%	(16.3%)
Atlanta Market																
			Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
Atlanta Market Totals			Overall	158,889	147,239	11,650	7.9%	46.1%	38.0%	(8.1%)	25.7%	22.0%	(3.6%)	71.8%	60.0%	(11.7%)
			New	18,050	16,595	1,455	8.8%	47.4%	38.0%	(9.4%)	32.6%	24.9%	(7.7%)	80.0%	62.9%	(17.1%)
			Year 1	37,681	36,956	725	2.0%	59.9%	38.0%	(21.9%)	29.3%	25.7%	(3.6%)	89.2%	63.7%	(25.5%)
			Same Store	103,158	93,688	9,470	10.1%	40.9%	38.0%	(2.9%)	23.1%	20.2%	(2.9%)	64.0%	58.2%	(5.8%)

Sales Report

Budget vs Actual Quarter

South Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	822	Store A	Same Store	263,776	204,332	59,445	29.1%	42.5%	38.0%	(4.5%)	18.8%	17.0%	(1.8%)	61.4%	55.0%	(6.4%)
2	1079	Store B	Same Store	207,790	205,391	2,399	1.2%	39.2%	38.0%	(1.2%)	20.4%	21.0%	0.6%	59.5%	59.0%	(0.5%)
3	1175	Store C	Year 1	103,246	112,422	(9,176)	(8.2%)	56.0%	38.0%	(18.0%)	32.8%	28.0%	(4.8%)	88.8%	66.0%	(22.8%)
4	1281	Store D	New	119,217	101,677	17,540	17.3%	48.7%	38.0%	(10.7%)	30.3%	28.0%	(2.3%)	79.1%	66.0%	(13.1%)
5	1269	Store E	Year 1	155,839	162,050	(6,210)	(3.8%)	45.2%	38.0%	(7.2%)	26.3%	21.0%	(5.3%)	71.5%	59.0%	(12.5%)
Totals			Overall	849,868	785,870	63,998	8.1%	44.7%	38.0%	(6.7%)	23.9%	21.6%	(2.3%)	68.6%	59.6%	(9.0%)
Central Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	663	Store F	Same Store	208,860	184,031	24,829	13.5%	43.1%	38.0%	(5.1%)	21.6%	17.0%	(4.6%)	64.7%	55.0%	(9.7%)
2	859	Store G	Same Store	178,314	158,850	19,464	12.3%	40.8%	38.0%	(2.8%)	24.3%	21.0%	(3.3%)	65.0%	59.0%	(6.0%)
3	703	Store H	Same Store	111,934	118,154	(6,220)	(5.3%)	43.1%	38.0%	(5.1%)	26.2%	28.0%	1.8%	69.2%	66.0%	(3.2%)
4	1193	Store I	Year 1	96,241	84,271	11,970	14.2%	44.3%	38.0%	(6.3%)	27.7%	28.0%	0.3%	71.9%	66.0%	(5.9%)
Totals			Overall	595,349	545,306	50,042	9.2%	42.6%	38.0%	(4.6%)	24.2%	22.0%	(2.2%)	66.8%	60.0%	(6.8%)
North Atlanta Market																
#	Store #	Store Name	Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
1	619	Store J	Same Store	168,705	154,599	14,106	9.1%	41.5%	38.0%	(3.5%)	25.0%	21.0%	(4.0%)	66.5%	59.0%	(7.5%)
2	742	Store K	Same Store	126,388	144,231	(17,844)	(12.4%)	52.0%	38.0%	(14.0%)	26.3%	21.0%	(5.3%)	78.3%	59.0%	(19.3%)
3	1126	Store L	Year 1	91,256	94,111	(2,855)	(3.0%)	44.8%	38.0%	(6.8%)	27.5%	28.0%	0.5%	72.3%	66.0%	(6.3%)
4	1288	Store M	New	38,405	40,976	(2,572)	(6.3%)	47.5%	38.0%	(9.5%)	51.5%	21.0%	(30.5%)	99.0%	59.0%	(40.0%)
Totals			Overall	424,754	433,918	(9,164)	(2.1%)	45.9%	38.0%	(7.9%)	28.3%	22.5%	(5.8%)	74.2%	60.5%	(13.7%)
Atlanta Market																
			Category	Sales	LY Sales / Budget	Variance \$	Variance %	COGS %	COGS Budget	Variance %	Labor	Labor Budget	Variance %	Prime Cost %	Prime Budget %	Variance %
Atlanta Market Totals			Overall	1,869,970	1,765,094	104,876	5.9%	44.3%	38.0%	(6.3%)	25.5%	22.0%	(3.5%)	69.8%	60.0%	(9.8%)
			New	157,621	142,653	14,968	10.5%	48.4%	38.0%	(20.2%)	35.5%	26.3%	(9.2%)	83.9%	64.3%	(19.6%)
			Year 1	446,582	452,853	(6,271)	(1.4%)	47.4%	38.0%	(9.4%)	28.3%	25.6%	(2.8%)	75.7%	63.6%	(12.2%)
			Same Store	1,265,767	1,169,588	96,179	8.2%	42.7%	38.0%	(4.7%)	22.5%	20.1%	(2.4%)	65.2%	58.1%	(7.1%)

PERFORMANCE SCORECARD

Performance Scorecard

Performance Scorecard Points

Point System (10 possible)	
Sales vs. LY/Budget	1 Point \geq 3% and 2 Point \geq 10%
Check Avg vs. LY/Budget	1 Point \geq 5%
Transactions vs LY/Budget	1 Point \geq 5%
OLO	1 Point \geq 20% OLO
COGS Expenses vs 38% Budget	1 Point \leq 0% and 2 Point \leq 2%
Labor vs Budget	1 Point \leq 0% from store budget
Surveys	1 Point \geq 10 average surveys a week
OSAT/ CSAT Composite	1 Point \geq 60% average

Performance Scorecard

Performance Scorecard by Week

WEEKENDING x/xx/20xx			RANKING	SALES				EXPENSES		OSAT & CSAT	
Store #	Store Name	Category		SCORE (>4,>7)	Sales (>3%,>10%)	Check Avg (>2%,>5%)	Transactions (>3%,>5%)	OLO (+/- 20%)	COGS (<2%, <0%)	Labor (<2%, <0%)	Surveys (+/- 10)
619	Store A	Same Store	3	5.5%	-0.1%	5.7%	18.5%	1.6%	3.7%	6	50.0%
663	Store B	Same Store	2	7.5%	5.8%	1.6%	14.1%	19.1%	4.8%	5	40.0%
703	Store C	Same Store	3	4.1%	14.7%	-9.3%	14.6%	8.3%	-6.1%	4	25.0%
742	Store D	Same Store	1	-12.5%	-1.4%	-11.2%	12.7%	5.0%	5.4%	5	60.0%
822	Store E	Same Store	3	31.9%	3.2%	27.8%	15.5%	5.1%	2.2%	4	50.0%
859	Store F	Same Store	3	20.1%	1.8%	18.0%	12.2%	3.5%	5.1%	6	50.0%
1079	Store G	Same Store	5	8.5%	5.7%	2.6%	11.5%	-20.1%	2.7%	7	85.7%
1126	Store H	Year 1	5	10.8%	1.9%	8.7%	12.4%	42.4%	-2.8%	7	71.4%
1175	Store I	Year 1	1	-7.1%	-4.0%	-3.2%	11.9%	34.2%	7.2%	6	66.7%
1193	Store J	Year 1	4	17.8%	-10.3%	31.3%	20.3%	4.7%	2.1%	5	40.0%
1269	Store K	Year 1	1	-5.1%	15.3%	-17.7%	15.8%	10.6%	6.5%	7	57.1%
1281	Store L	New	4	22.3%	-7.1%	31.7%	16.4%	13.3%	10.0%	1	100.0%
1288	Store M	New	0	-4.8%	-7.1%	-13.0%	19.4%	4.4%	13.7%	3	0.0%
Totals		Overall	2	7.9%	2.1%	8.2%	14.8%	8.1%	3.9%	5	53.5%
South Atlanta		South	3	11.3%	3.5%	12.6%	14.3%	4.9%	4.8%	5	56.9%
North Atlanta		North	0	-1.4%	-1.6%	-3.2%	15.8%	11.6%	4.5%	5	44.3%
Central Atlanta		Central	4	12.1%	3.8%	7.1%	14.6%	9.7%	1.9%	5	71.9%
New = 0 - 90 Days		New	2	8.8%	-7.1%	12.1%	17.7%	9.4%	11.6%	0	50.0%
Year 1 = 91 - 365 Days		Year 1	0	2.0%	2.6%	-4.0%	15.2%	21.9%	3.8%	6	41.0%
Same Store = Comp Stores		Same Store	3	10.1%	3.7%	9.5%	14.1%	2.9%	3.1%	5	51.5%

Performance Scorecard

Performance Scorecard Quarter to Date

QUARTER TO DATE x/xx/20xx			RANKING	SALES				EXPENSES		OSAT & CSAT	
Store #	Store Name	Category	SCORE (>4,>7)	Sales (>3%,<10%)	Check Avg (>2%,>5%)	Transactions (>3%,>5%)	OLO (+/- 20%)	COGS (<38%,<40%)	Labor (<20%,<22%)	Surveys Avg (+/- 10)	Composite (>60%,>62%)
619	Store A	Same Store	3	9.1%	3.2%	5.5%	20.5%	3.5%	4.0%	4	50.9%
663	Store B	Same Store	5	13.5%	9.9%	3.3%	14.5%	5.1%	4.6%	11	64.3%
703	Store C	Same Store	2	-5.3%	4.8%	-9.8%	13.3%	5.1%	-1.8%	4	62.8%
742	Store D	Same Store	0	-12.4%	-0.2%	-12.2%	16.3%	14.0%	5.3%	4	36.2%
822	Store E	Same Store	5	29.1%	6.1%	21.6%	15.8%	4.5%	1.8%	4	65.2%
859	Store F	Same Store	4	12.3%	0.0%	12.2%	11.4%	2.8%	3.3%	7	89.3%
1079	Store G	Same Store	4	1.2%	6.1%	-4.7%	14.6%	1.2%	-0.6%	4	68.0%
1126	Store H	Year 1	2	-3.0%	4.8%	-7.5%	12.3%	6.8%	-0.5%	4	72.7%
1175	Store J	Year 1	0	-8.2%	-4.0%	-4.3%	12.3%	18.0%	4.8%	3	40.0%
1193	Store K	Year 1	6	14.2%	-6.1%	21.7%	21.3%	6.3%	-0.3%	3	63.4%
1269	Store L	Year 1	2	-3.8%	8.7%	-11.5%	15.4%	7.2%	5.3%	7	79.0%
1281	Store M	New	4	17.3%	-13.9%	36.2%	10.4%	10.7%	9.3%	7	85.4%
1288	Store N	New	1	-6.3%	2.9%	-8.9%	20.2%	9.5%	30.5%	0	0.0%
Totals		Overall	2	5.9%	2.5%	6.6%	15.0%	6.3%	3.3%	5	59.1%
South Atlanta		South	3	8.1%	2.4%	8.9%	14.2%	6.7%	3.2%	5	63.0%
North Atlanta		North	0	-2.1%	2.0%	-1.3%	17.5%	7.9%	5.7%	3	52.3%
Central Atlanta		Central	3	9.2%	3.0%	6.2%	14.4%	4.6%	1.6%	6	67.5%
New = 0 - 90 Days		New	3	10.5%	-9.8%	35.2%	12.8%	10.4%	14.5%	4	42.7%
Year 1 = 91 - 365 Days		Year 1	0	-1.4%	1.9%	-4.9%	15.3%	9.4%	2.9%	4	45.6%
Same Store = Comp Stores		Same Store	3	8.2%	4.4%	7.0%	15.2%	4.7%	2.5%	5	62.4%

STORE RANKING BY PERFORMANCE

Store Ranking by Performance

Store Rack and Stack by Week

WEEK END 01/3/20XX		RANKING	SALES				EXPENSES		OSAT & CSAT	
Store #	Store Name	Score	Sales	Check Avg	Transactions	OLO	COGS	Labor	Surveys	Composite
663	Store A	9	7	3	8	8	11	7	7	10
1079	Store B	1	6	4	7	13	1	5	1	2
822	Store C	5	1	5	3	6	7	4	10	7
619	Store D	5	8	8	6	3	2	6	4	7
859	Store E	5	3	7	4	11	3	8	4	7
1126	Store F	1	5	6	5	10	13	2	1	3
1281	Store G	3	2	11	1	4	10	12	13	1
703	Store H	5	9	2	10	7	8	1	10	12
1175	Store I	10	12	10	9	12	12	11	4	4
1269	Store J	10	11	1	13	5	9	10	1	6
1193	Store K	3	4	13	2	1	5	3	7	10
1288	Store L	13	10	11	12	2	4	13	12	13
742	Store M	10	13	9	11	9	6	9	7	5

Store Ranking by Performance

Store Rack and Stack Quarter to Date

QTD 01/3/20XX		RANKING	SALES				EXPENSES		OSAT & CSAT	
Store #	Store Name	Score	Sales	Check Avg	Transactions	OLO	COGS	Labor	Surveys	Composite
822	Store A	2	1	4	3	5	4	5	5	6
663	Store B	2	4	1	6	8	6	8	1	7
1269	Store C	8	9	2	12	6	9	10	2	3
859	Store D	4	5	9	4	12	2	6	2	1
619	Store E	7	6	7	5	2	3	7	5	10
1079	Store G	4	7	3	8	7	1	2	5	5
1193	Store H	1	3	12	2	1	7	4	11	8
1281	Store I	4	2	13	1	13	11	12	2	2
703	Store J	8	10	6	11	9	5	1	5	9
1126	Store K	8	8	5	9	11	8	3	5	4
1288	Store L	11	11	8	10	3	10	13	13	13
1175	Store M	12	12	11	7	10	13	9	11	11
742	Store N	12	13	10	13	4	12	11	5	12

Store Ranking by Performance

Store Trends

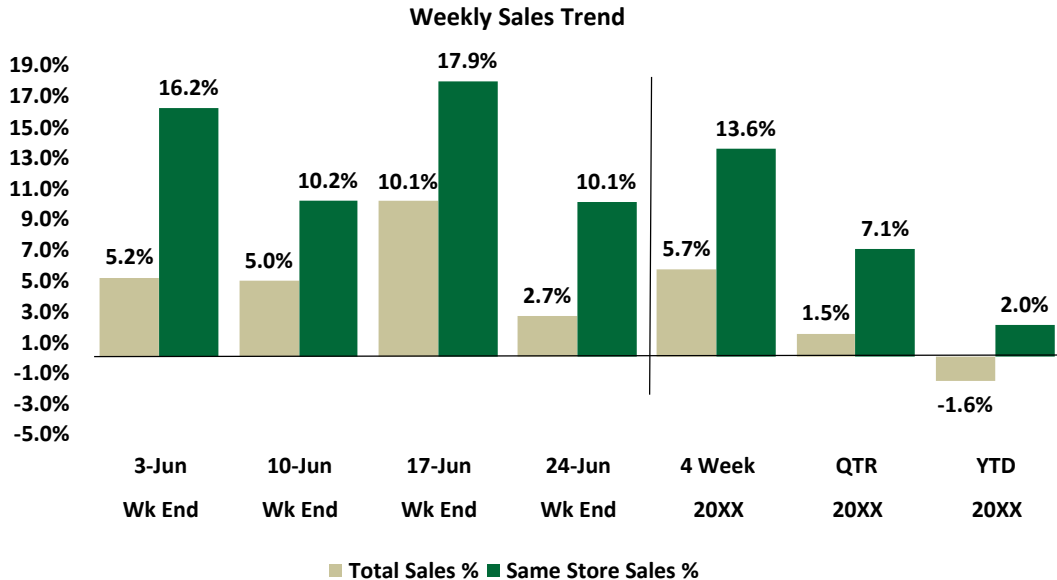
Week	1	2	3	4	5	6	7	8	9	10	11	12	13	Totals	Average
# Store # Store Name Category	4/8/20XX	4/15/20XX	4/22/20XX	4/29/20XX	5/6/20XX	5/13/20XX	5/20/20XX	5/27/20XX	6/3/20XX	6/10/20XX	6/17/20XX	6/24/20XX	7/1/20XX		
1 619 Store A Same Store	2	5	5	7	2	4	3	6	5	4	3	3		49	4
2 663 Store B Same Store	4	6	2	5	5	7	8	6	6	3	3	2		57	5
3 703 Store C Same Store	3	1	2	2	2	5	2	3	2	4	1	3		30	3
4 742 Store D Same Store	4	0	0	0	0	0	0	0	2	1	2	1		10	1
5 822 Store E Same Store	6	4	4	4	5	6	4	7	5	6	4	3		58	5
6 859 Store F Same Store	2	2	3	3	3	2	3	4	3	4	5	3		37	3
7 1079 Store G Same Store	6	6	2	3	4	3	4	5	6	1	7	5		52	4
8 1126 Store H Year 1	2	3	3	2	0	2	2	5	2	5	5	5		36	3
9 1175 Store I Year 1	1	0	0	2	0	3	2	0	0	0	4	1		13	1
10 1193 Store J Year 1	2	4	3	1	1	3	1	4	4	4	5	4		36	3
11 1269 Store K Year 1	5	6	1	4	4	4	1	3	3	2	1	1		35	3
12 1281 Store L New	2	2	1	1	2	4	2	4	2	2	3	4		29	2
13 1288 Store M New							0	1	2	2	2	0		7	1
Totals	39	39	26	34	28	43	34	50	44	38	45	35		455	38
Per Store Average	3	3	2	3	2	4	2	4	3	3	3	3		36	3
New	2	2	1	1	2	4	2	5	4	4	5	4		36	3
Same Store	27	24	18	30	23	32	26	33	31	23	25	20		312	26
Year 1	10	13	7	9	5	12	6	12	9	11	15	11		120	10

PERFORMANCE REVIEW – WEEKLY RESULTS

Performance Review – Weekly results

Sales Trends

- Same store sales down 8% and overall sales down 7% from last week



Weekly Sales

Market / DM (Stores)	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
South (5)	6.0%	13,790	15.82	14.8%
North (4)	-5.5%	10,287	11.39	10.9%
Central (5)	5.7%	12,198	15.43	16.2%
Week Total	2.7%	12,222	15.66	14.8%

4 Week Sales

Market / DM (Stores)	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
South (5)	11.1%	14,633	15.71	13.9%
North (4)	-1.7%	10,344	13.16	14.6%
Central (5)	8.1%	12,381	15.36	17.1%
4 Week Total	5.7%	12,454	15.65	15.5%

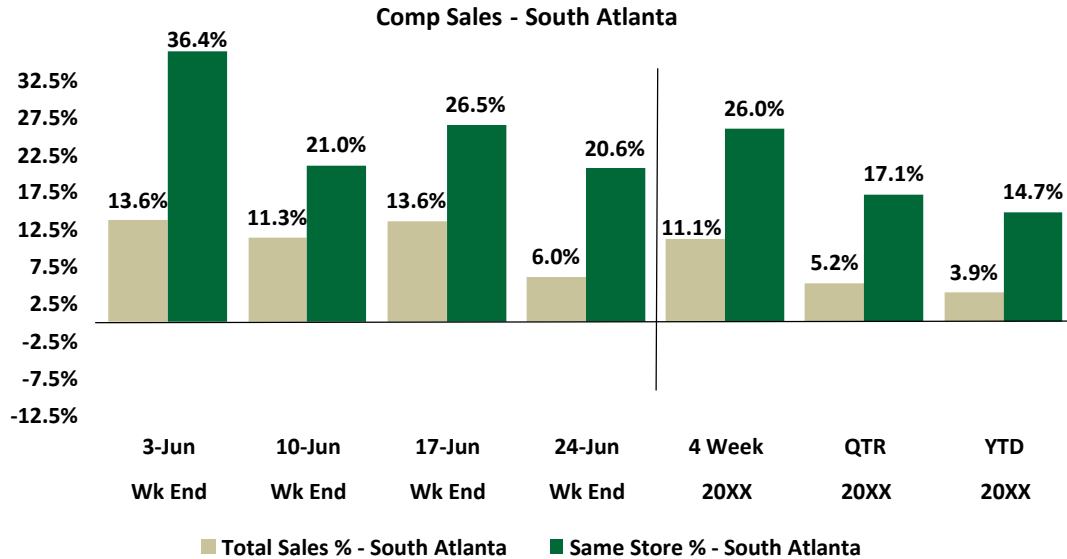
Qtd Sales

Market / DM (Stores)	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
South (5)	5.2%	169,974	15.53	13.5%
North (4)	-6.4%	106,188	15.52	15.8%
Central (5)	3.5%	148,837	15.24	17.4%
QTD Total	1.5%	12,304	15.48	15.2%

Performance Review – Weekly results

Sales Trends – South Atlanta

- Sales down 8% from last week
- Store A up 32% and Store B up 22% from last year
- Store C down 7% and Store D down 5% from last year



Top 3 Stores Weekly Sales - South Atlanta

Store (Category)	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
822 – Store A - South (SS)	31.9%	21,409	15.51	15.5%
1281 - Store B - South (Yr1)	22.3%	10,152	14.86	16.4%
1079 - Store C - South (Yr1)	8.5%	16,318	16.91	11.5%

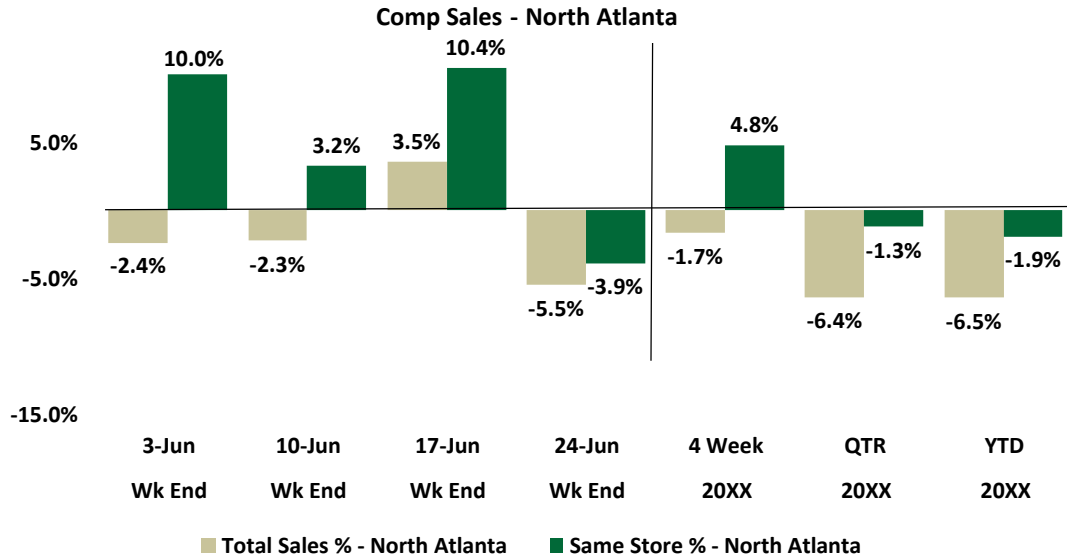
Bottom 2 Stores Weekly Sales - South Atlanta

Store (Category)	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
1175 - Store D - South (Yr1)	-7.1%	8,523	14.40	11.9%
1269 - Store E - North (Yr1)	-5.1%	12,548	18.45	15.8%

Performance Review – Weekly results

Sales Trends – North Atlanta

- Sales down 9% as compared with last week
- Store D up 5.5% and Store E down 4.8% from budget



Top 2 Stores Weekly Sales - North Atlanta

Store	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
1126 – Store A - North (Yr1)	10.8%	8,510	16.30	12.4%
619 – Store B - North (SS)	5.5%	12,930	14.78	18.5%

Bottom 2 Stores Weekly Sales - North Atlanta

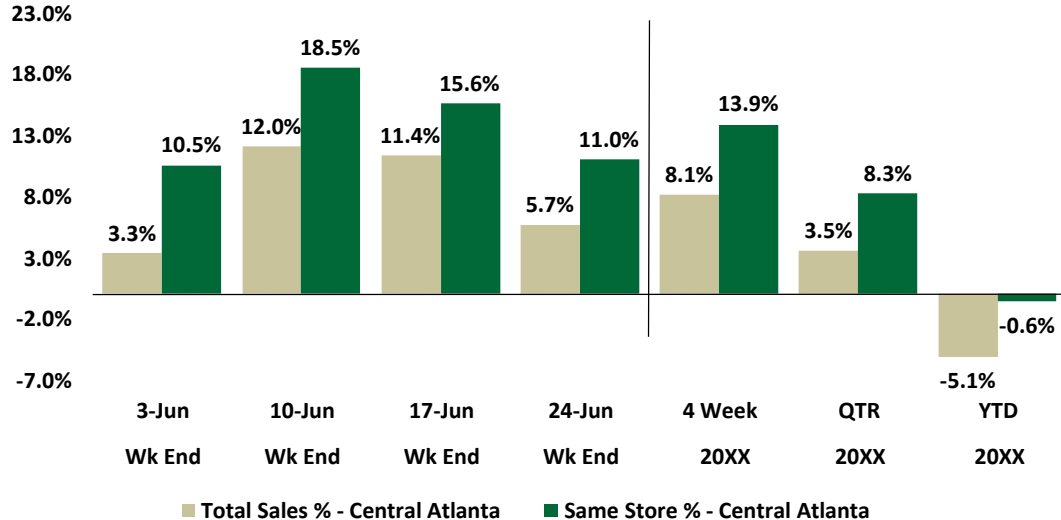
Store	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
742 – Store C - North (SS)	-12.5%	11,808	15.77	12.7%
1288 – Store D - North (Yr1)	-4.8%	7,898	14.86	19.4%

Performance Review – Weekly results

Sales Trends – Central Atlanta

- Sales up over last year by 6%
- Store A up 8% and Store B up 20% from last year
- Store C up 4% from last year

Comp Sales - Central Atlanta



Top 2 Stores Weekly Sales - Central Atlanta

Store	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
859 - Store A - Central (SS)	20.1%	15,230	16.29	12.2%
1193 - Store B - Central (Yr1)	17.8%	8,100	13.46	20.3%

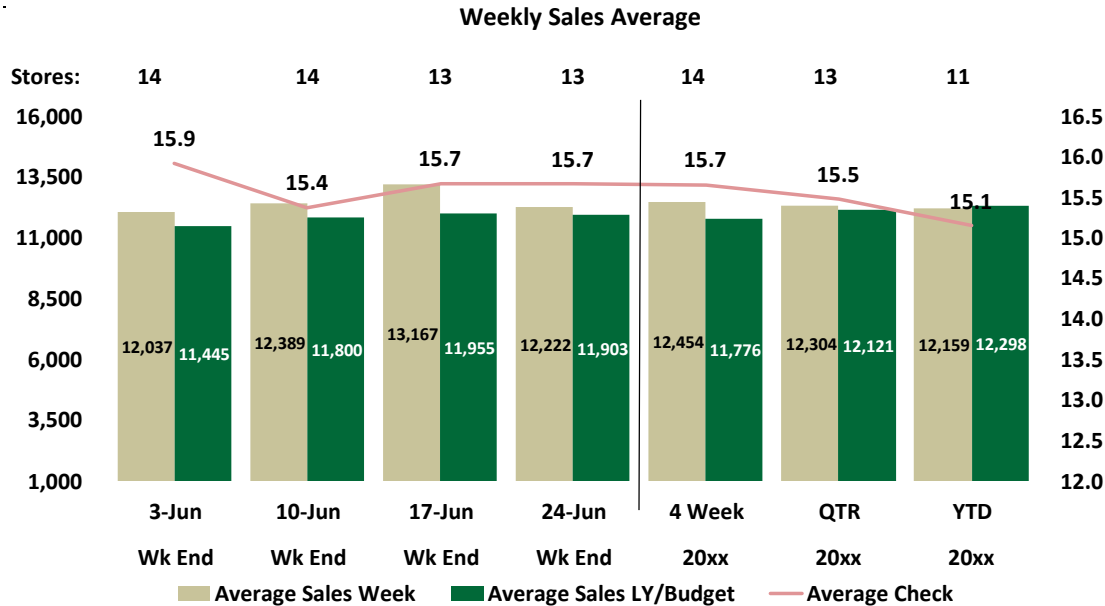
Bottom 2 Stores Weekly Sales - Central Atlanta

Store	Sales % Inc/Dec	Sales per Store	Check Average	OLO %
703 - Store C - Central (SS)	4.1%	9,567	16.58	14.6%
663 - Store D - Central (SS)	7.5%	15,896	13.97	14.1%

Performance Review – Weekly results

Weekly Sales Average

- Average sales down from last week to 12,222



Weekly Sales Average

Market / DM (Stores)	Sales per Store	Sales % Inc/Dec	Check Average	OLO %
South (5)	13,790	6.0%	15.82	14.8%
North (4)	10,287	-5.5%	11.39	10.9%
Central (5)	12,198	5.7%	15.43	16.2%
Week Total	12,222	2.7%	15.66	14.8%

Top 3 Stores Weekly Average

Store	Sales	Sales % Inc/Dec	Check Average	OLO %
822 – Store A - South (SS)	21,409	31.9%	15.51	15.5%
1079 - Store B - South (Yr1)	16,318	8.5%	16.91	11.5%
663 - Store C - Central (SS)	15,896	7.5%	13.97	14.1%

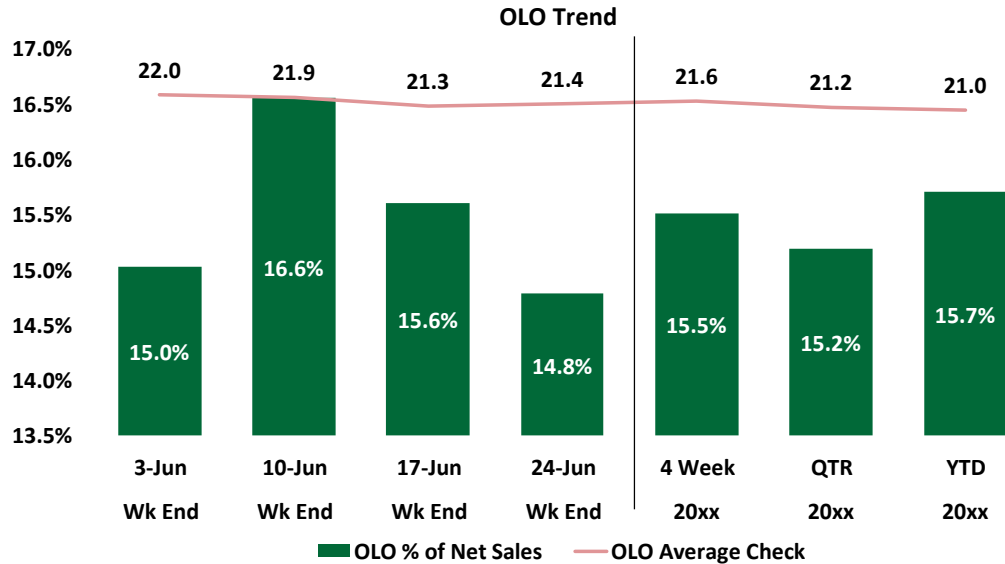
Bottom 3 Stores Weekly Average

Store	Sales	Sales % Inc/Dec	Check Average	OLO %
1288 - Store D - North (Yr1)	7,898	-4.8%	14.86	19.4%
1193 - Store E - Central (Yr1)	8,100	17.8%	13.46	20.3%
1126 - Store F - North (Yr1)	8,510	10.8%	16.30	12.4%

Performance Review – Weekly results

OLO Trend

- Store G as a % of Net Sales down 1% from last week
- Store H at 20% and Store K at 19% OLO



Weekly OLO

Market / DM (Stores)	OLO %	Week % Inc/Dec	OLO Check Average	Check Average
South (5)	14.8%	1.6%	23.86	15.82
North (4)	10.9%	-1.6%	21.78	11.39
Central(5)	16.2%	-7.3%	12.84	15.43
Week Total	14.8%	-0.8%	20.01	15.66

Top 3 Stores Weekly OLO

Store	OLO%	Week % Inc/Dec	OLO Check Average	Check Average
1193 – Store A (Yr1)	20.3%	-2.3%	18.96	13.46
1288 - Store B (Yr1)	19.4%	-6.1%	25.75	14.86
619 - Store C - North (SS)	18.5%	-0.40%	17.72	14.78

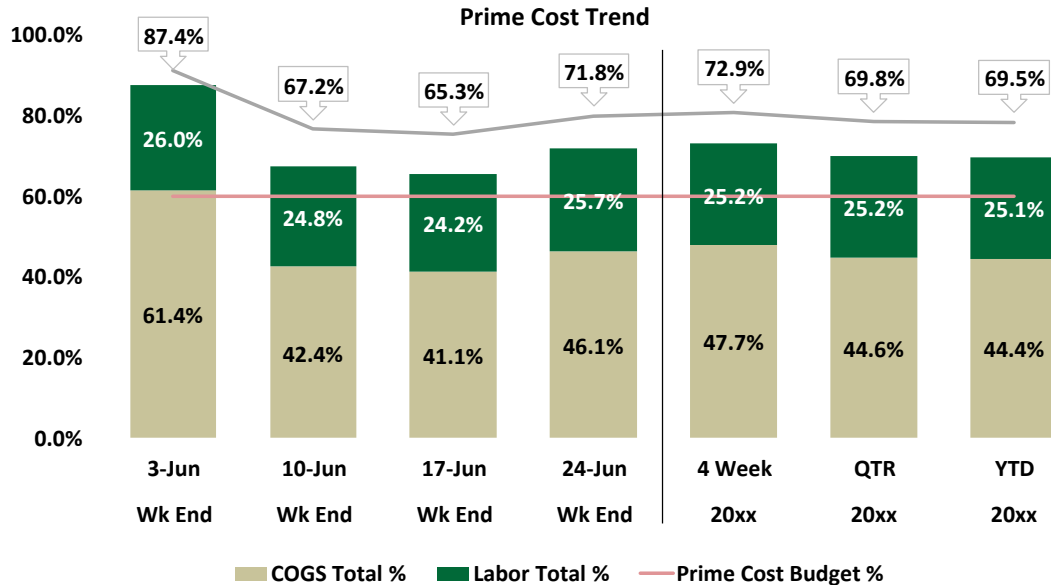
Bottom 3 Stores Weekly OLO

Store	OLO%	Week % Inc/Dec	OLO Check Average	Check Average
1079 - Store A - South (Yr1)	11.5%	-4.4%	25.88	16.91
1175 - Store B - South (Yr1)	11.9%	2.3%	21.36	14.40
859 - Store C - Central (SS)	12.2%	1.2%	0.00	16.29

Performance Review – Weekly results

Prime Cost Trend

- Prime cost up 6.5% above past week



Weekly Prime Cost

Market / DM (Stores)	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
South (5)	68.4%	8.4%	42.9%	25.5%
North (4)	76.8%	16.8%	49.6%	27.2%
Central (5)	72.3%	12.3%	47.7%	24.5%
Week Total	71.8%	11.8%	46.1%	25.7%

4 Week Prime Cost

Market / DM (Stores)	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
South (5)	68.7%	8.7%	44.8%	23.9%
North (4)	84.5%	24.5%	56.2%	28.4%
Central (5)	66.3%	6.3%	42.3%	24.0%
4 Week Total	72.9%	12.9%	47.7%	25.2%

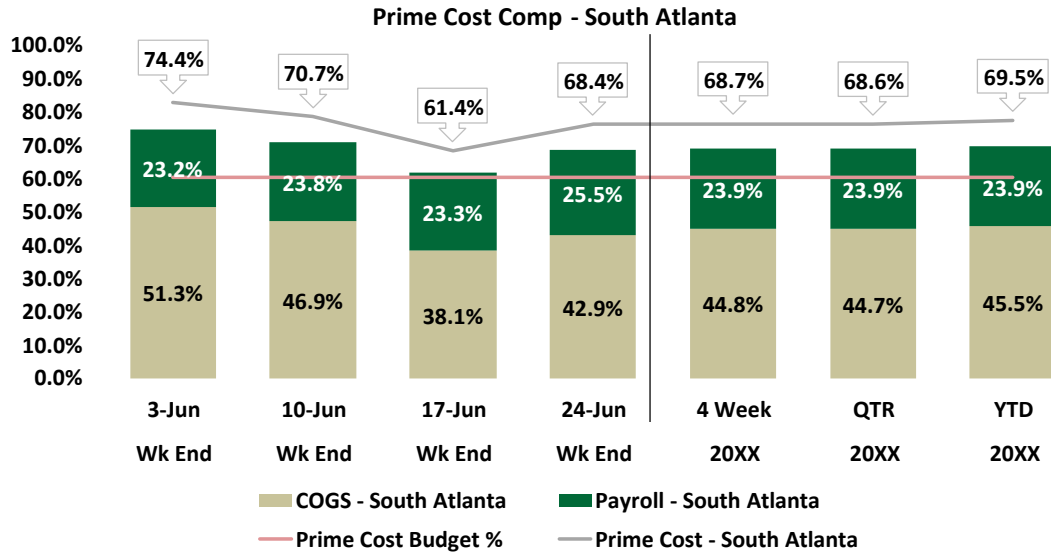
Qtd Prime Cost

Market / DM (Stores)	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
South (5)	68.6%	8.6%	44.7%	23.9%
North (4)	74.2%	14.2%	45.9%	28.3%
Central (5)	66.8%	6.8%	42.6%	24.2%
QTD Total	69.8%	9.8%	44.6%	25.2%

Performance Review – Weekly results

Prime Cost Trend – South Atlanta

- Prime cost up 7% above last week
- Store J COGS at 72%, and Store K COGS at 51%



Top 3 Stores Weekly Prime Cost - South Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
1079 - Store A (Yr1)	41.5%	-18.5%	17.9%	23.7%
822 - Store B (SS)	62.3%	2.3%	43.1%	19.2%
1269 - Store C (Yr1)	76.2%	16.2%	48.6%	27.5%

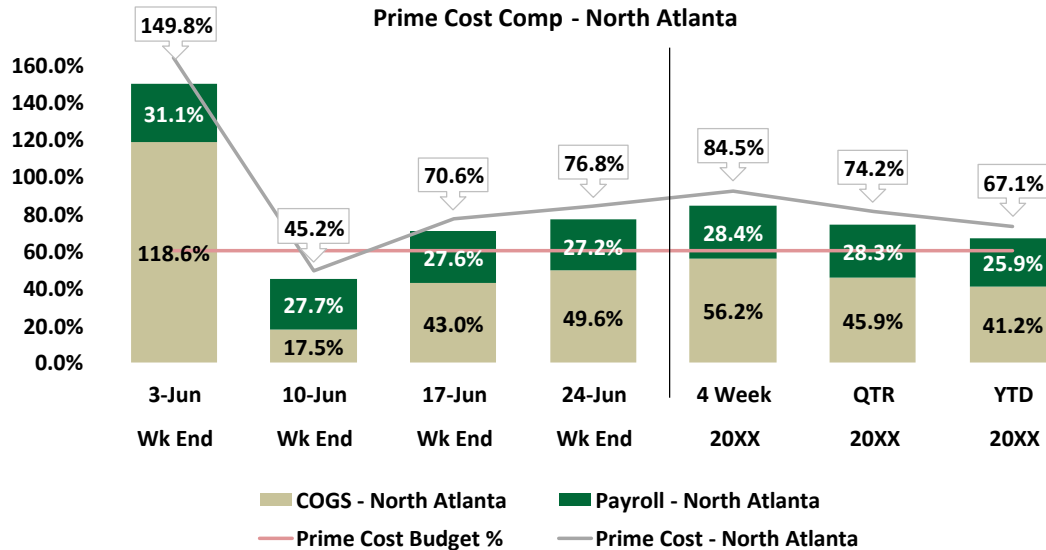
Bottom 2 Stores Weekly Prime Cost - South Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
1175 - Store D (Yr1)	107.4%	47.4%	72.2%	35.2%
1281 - Store E (Yr1)	82.3%	22.3%	51.3%	31.0%

Performance Review – Weekly results

Prime Cost Trend – North Atlanta

- Prime up 6% above last week
- Store A with COGS at 40% and Store B with COGS at 80%



Top 2 Stores Weekly Prime Cost - North Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
619 – Store A (SS)	64.3%	4.3%	39.6%	24.7%
742 - Store B (SS)	69.4%	9.4%	43.0%	26.4%

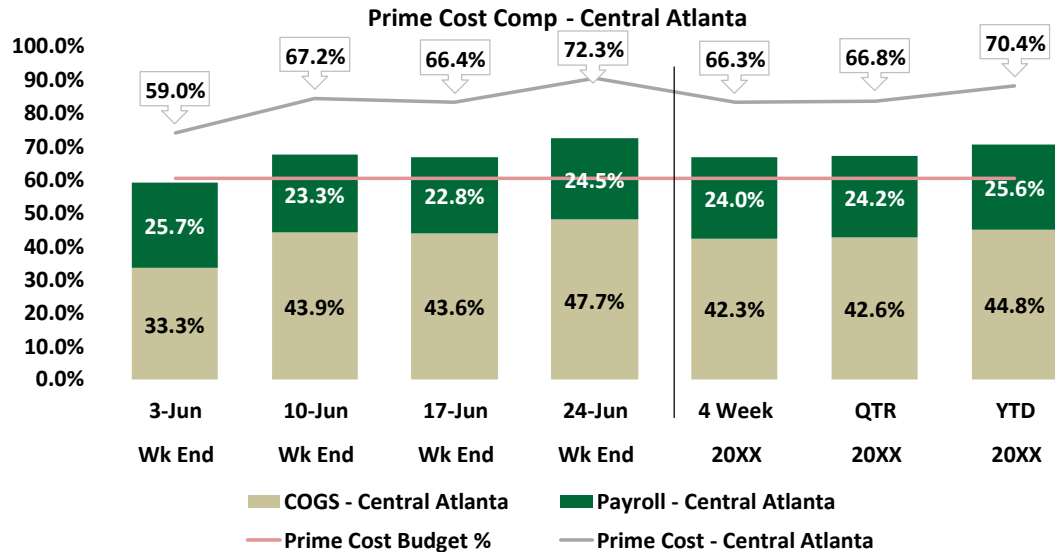
Bottom 2 Stores Weekly Prime Cost - North Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
1126 - Store C (Yr1)	105.6%	45.6%	80.4%	25.2%
1288 - Store D (Yr1)	77.1%	17.1%	42.4%	34.7%

Performance Review – Weekly results

Prime Cost Trend – Central Atlanta

- Prime up 6% above last week
- Store B at 57% and Store C at 43% COGS



Top 2 Stores Weekly Prime Cost - Central Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
859 – Store A (SS)	67.6%	7.6%	41.5%	26.1%
703 - Store A (SS)	68.2%	8.2%	46.3%	21.9%

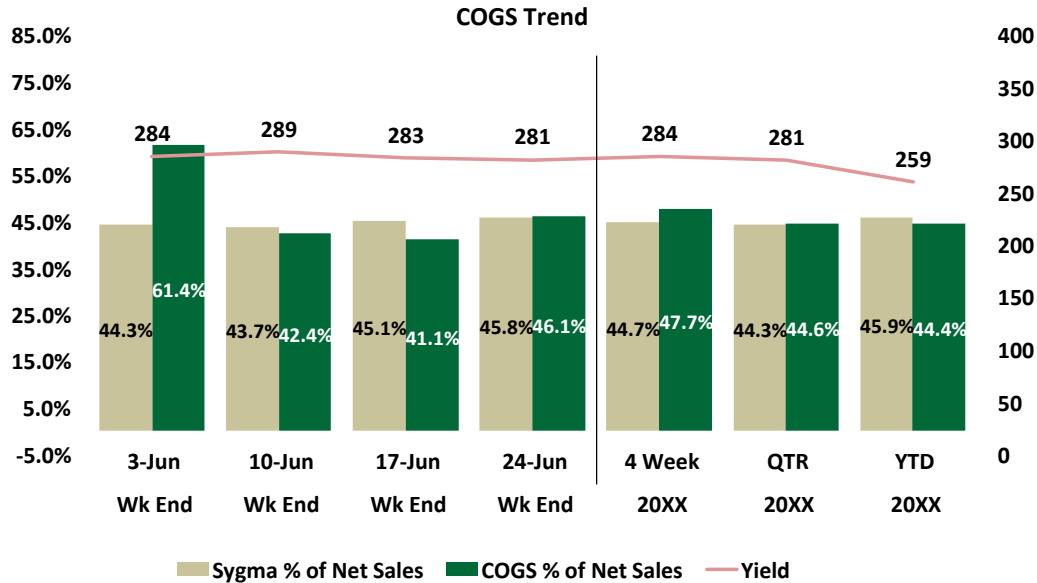
Bottom 2 Stores Weekly Prime Cost - Central Atlanta

Store	Prime Cost	60% Bdgt Inc/Dec	COGS %	Payroll
663 – Store C (SS)	79.0%	19.0%	57.1%	21.8%
1193 - Store D (Yr1)	72.8%	12.8%	42.7%	30.1%

Performance Review – Weekly results

COGS Trend

- COGS higher by 5% as compared to last week and 69 off yield target of 350
- Store A COGS at 80% and Store D COGS at 72%



Weekly COGS

Market / DM (Stores)	COGS %	38% Bdgt Inc/Dec	Sygma	Yield	350 Bdgt Inc/Dec
South (5)	42.9%	4.9%	47.7%	267	-83
North (4)	49.6%	11.6%	45.9%	309	-41
Central (5)	47.7%	9.7%	31.0%	310	-40
Week Total	46.1%	8.1%	45.8%	281	-69

Top 3 Stores Weekly COGS

Store	COGS %	38% Bdgt Inc/Dec	Sygma	Yield	350 Bdgt Inc/Dec
1079 - Store A (Yr1)	17.9%	-20.1%	40.4%	314	-36
619 - Store B (SS)	39.6%	1.6%	47.2%	254	-96
859 - Store C (SS)	41.5%	3.5%	0.0%	317	-33

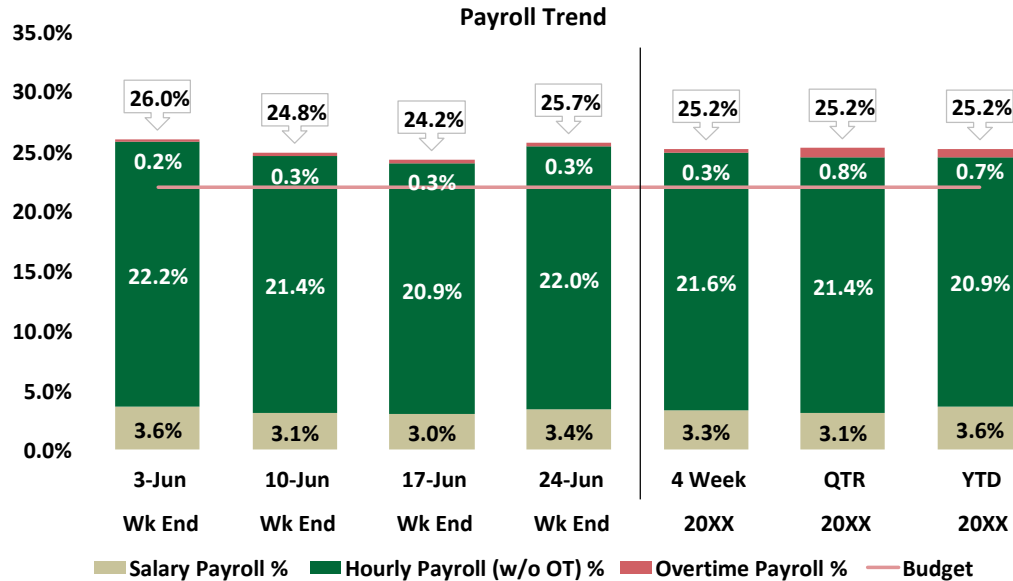
Bottom 3 Stores Weekly COGS

Store	COGS %	38% Bdgt Inc/Dec	Sygma	Yield	350 Bdgt Inc/Dec
1126 - Store D (Yr1)	80.37%	42.4%	29.9%	473	123
1175 - Store E (Yr1)	72.20%	34.2%	57.0%	237	-113
663 - Store F (SS)	57.14%	19.1%	46.7%	284	-66

Performance Review – Weekly results

Payroll Trend

- Payroll up 1.5% as compared to last week
- Store D at high 35% payroll cost



Weekly Payroll

Market / DM (Stores)	Total Payroll	22% Bdgt Inc/Dec	Salary Payroll	Hourly Payroll	Overtime
South (5)	25.5%	3.5%	3.4%	22.1%	0.7%
North (4)	27.2%	5.2%	3.7%	23.5%	0.0%
Central (5)	24.5%	2.5%	3.0%	21.5%	0.3%
Week Total	25.7%	3.7%	3.4%	22.3%	0.4%

Top 3 Stores Weekly Payroll

Store	Total Payroll	22% Bdgt Inc/Dec	Salary Payroll	Hourly Payroll	Overtime
822 - Store A(SS)	19.2%	-2.8%	3.8%	15.5%	0.0%
663 - Store B (SS)	21.8%	-0.2%	4.6%	17.2%	0.0%
703 - Store C (SS)	21.9%	-0.1%	6.0%	15.8%	0.0%

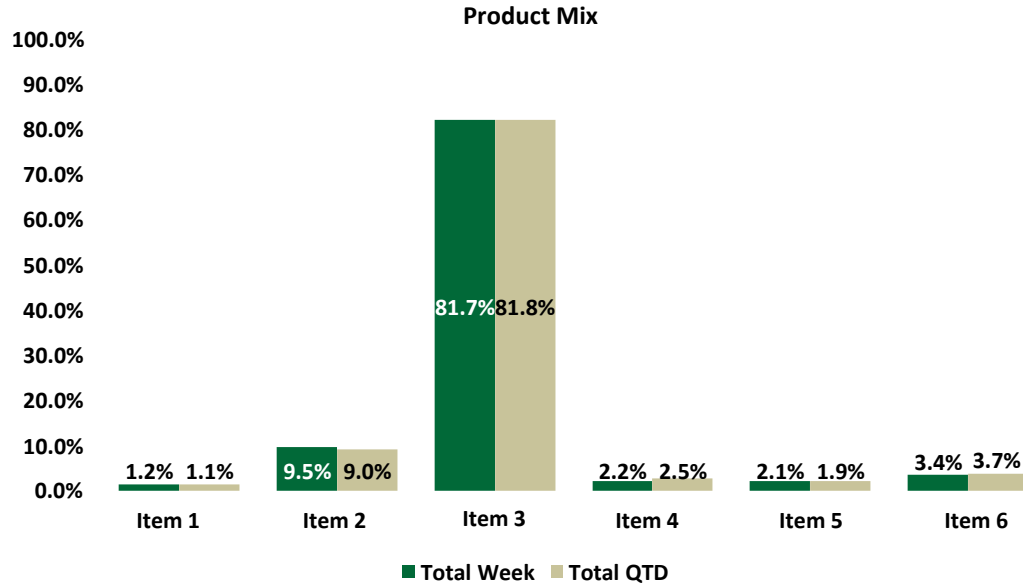
Bottom 3 Stores Weekly Payroll

Store	Total Payroll	22% Bdgt Inc/Dec	Salary Payroll	Hourly Payroll	Overtime
1175 - Store D (Yr1)	35.2%	13.2%	0.0%	35.2%	2.2%
1288 - Store E (Yr1)	34.7%	12.7%	10.2%	24.5%	0.0%
1281 - Store F (Yr1)	31.0%	9.0%	7.9%	23.2%	1.2%

Performance Review – Weekly results

Product Mix

- Need correct inventory to do product mix analysis



Weekly Product Mix

Market / DM (Stores)	COGS	Item 3	Item 2	Item 5	Item 6
South (5)	42.9%	82.0%	9.1%	2.1%	6.8%
North (4)	49.6%	82.3%	9.1%	2.1%	6.5%
Central (5)	47.7%	81.2%	10.8%	2.2%	5.8%
Week Total	46.1%	81.8%	9.6%	2.1%	6.4%

Top 3 Stores Weekly Product Mix

Store	COGS	Item 3	Item 2	Item 5	Item 6
1079 - Store A (Yr1)	17.9%	83.5%	6.7%	1.7%	6.2%
619 - Store B (SS)	39.6%	84.1%	7.1%	2.2%	7.0%
859 - Store C (SS)	41.5%	76.3%	14.3%	3.2%	7.8%

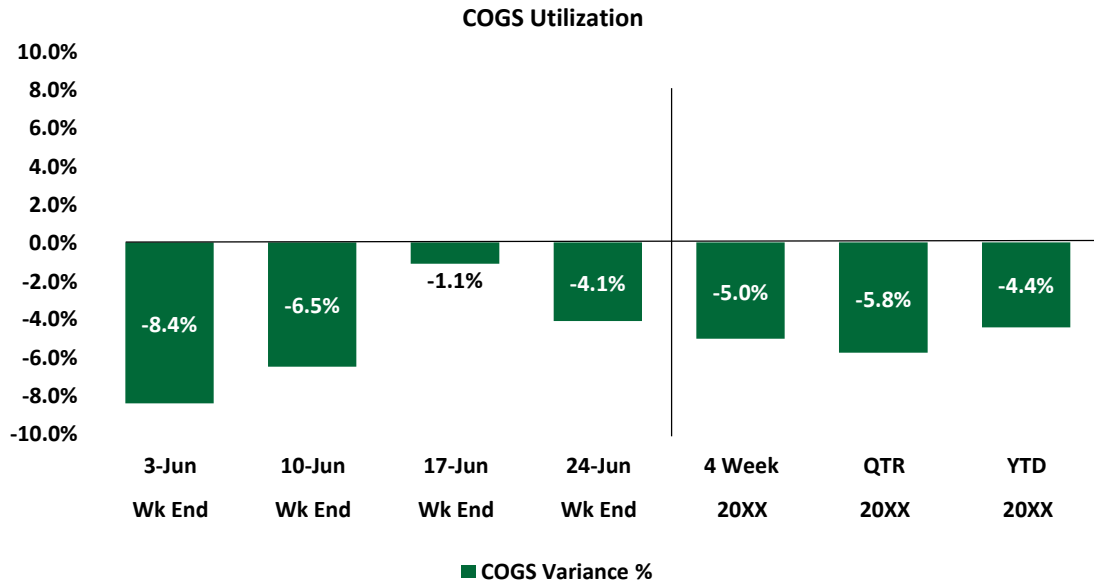
Bottom 3 Stores Weekly Product Mix

Store	COGS	Item 3	Item 2	Item 5	Item 6
1126 - Store D (Yr1)	80.4%	76.4%	14.9%	2.5%	6.8%
1175 - Store E (Yr1)	72.2%	81.2%	9.7%	2.0%	7.1%
663 - Store F (SS)	57.1%	82.0%	10.0%	2.3%	6.5%

Performance Review – Weekly results

COGS Utilization

- COGS Utilization at -4.1%
- Store A, Store B, and Store C at under 1% COGS utilization



Weekly COGS Utilization

Market / DM (Stores)	COGS Utilization	Week % Inc/Dec	COGS	COGS Theoretic
South (5)	-1.0%	-7.7%	42.9%	42.0%
North (4)	-11.4%	-18.2%	49.6%	38.1%
Central (5)	-2.5%	-9.2%	47.7%	45.3%
Week Total	-4.1%	-10.9%	46.1%	42.0%

Top 3 Stores Weekly COGS Utilization

Store	COGS Utilization	Week % Inc/Dec	COGS	COGS Theoretic
1079 – Store A (Yr1)	21.2%	14.5%	17.9%	39.0%
663 - Store B (SS)	1.1%	-5.6%	57.1%	58.2%
742 - Store C (SS)	0.0%	-6.7%	43.0%	43.0%

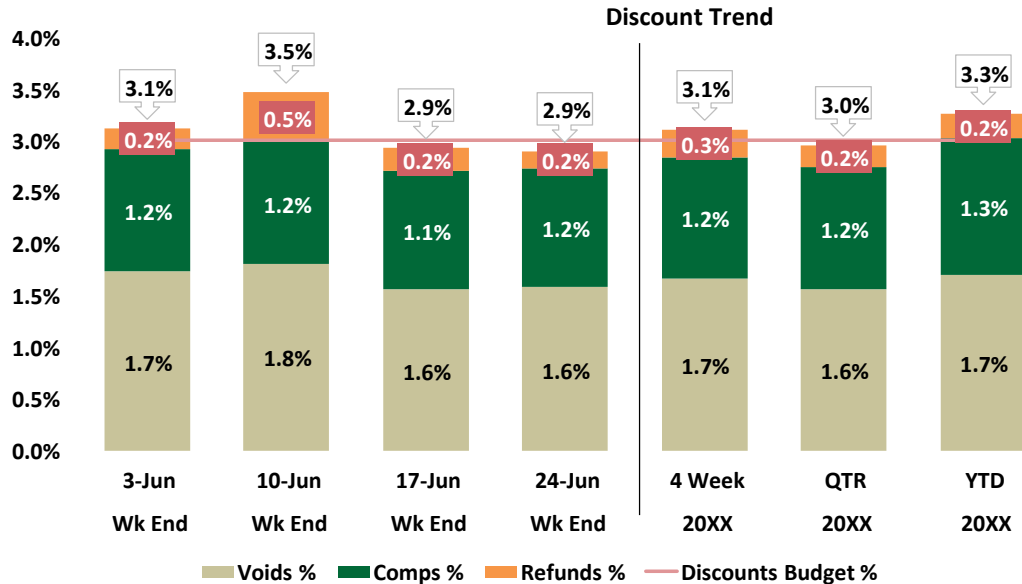
Bottom 3 Stores Weekly COGS Utilization

Store	COGS Utilization	Week % Inc/Dec	COGS	COGS Theoretic
1126 - Store D (Yr1)	-39.0%	-45.7%	80.4%	41.3%
1175 - Store E (Yr1)	-23.7%	-30.4%	72.2%	48.5%
619 - Store F (SS)	-9.0%	-15.8%	39.6%	30.6%

Performance Review – Weekly results

Discount Trend

- Discounts same as last week at 2.9%
- Worst Discount at Store D at over 8%



Weekly Discounts

Market / DM (Stores)	Discounts	Week % Inc/Dec	Voids %	Comps%	Refunds%
South (5)	4.1%	1.9%	2.8%	1.2%	0.2%
North (4)	3.2%	0.2%	1.3%	1.7%	0.2%
Central (5)	1.8%	-0.8%	1.1%	0.6%	0.1%
Week Total	3.2%	0.6%	1.9%	1.1%	0.2%

Top 3 Stores Weekly Discounts

Store	Discounts	Week % Inc/Dec	Voids %	Comps%	Refunds%
859 – Store A (SS)	0.0%	-2.1%	-2.1%	0.0%	0.0%
663 - Store B (SS)	2.1%	0.1%	0.1%	1.4%	0.5%
1079 - Store C (Yr1)	2.2%	0.3%	0.3%	0.8%	1.4%

Bottom 3 Stores Weekly Discounts

Store	Discounts	Week % Inc/Dec	Voids %	Comps%	Refunds%
1281 - Store D (Yr1)	8.2%	5.1%	5.1%	6.5%	1.6%
1269 - Store E (Yr1)	6.7%	4.2%	4.2%	5.3%	1.3%
742 - Store F (SS)	4.4%	1.8%	1.8%	1.8%	1.9%

TOP GUN STORES

Top Gun Stores

Weekly Top Gun Stores

Number	Store	Composite Score	Composite Budget	Over/Under	Surveys	Survey Budget	Over/Under	QSC Score	QSC Budget	Over/Under	Bonus (62% Composite & 91% QSC)	Top Gun (60% Composite & 95% QSC)
619	Store A	50.0%	60.0%	(10.0%)	6	10	(4)	92.2%	95.0%	-2.8%	No	No
663	Store B	40.0%	60.0%	(20.0%)	5	10	(5)	94.5%	95.0%	-0.5%	No	No
703	Store C	25.0%	60.0%	(35.0%)	4	10	(6)	96.5%	95.0%	1.5%	No	No
742	Store D	60.0%	60.0%	0.0%	5	10	(5)	97.1%	95.0%	2.1%	No	No
822	Store E	50.0%	60.0%	(10.0%)	4	10	(6)	96.5%	95.0%	1.5%	No	No
859	Store F	50.0%	60.0%	(10.0%)	6	10	(4)	97.2%	95.0%	2.2%	No	No
1079	Store G	85.7%	60.0%	25.7%	7	10	(3)	97.8%	95.0%	2.8%	No	No
1126	Store H	71.4%	60.0%	11.4%	7	10	(3)	96.4%	95.0%	1.4%	No	No
1175	Store I	66.7%	60.0%	6.7%	6	10	(4)	93.9%	95.0%	-1.1%	No	No
1193	Store J	40.0%	60.0%	(20.0%)	5	10	(5)	94.6%	95.0%	-0.4%	No	No
1269	Store K	57.1%	60.0%	(2.9%)	7	10	(3)	97.7%	95.0%	2.7%	No	No
1281	Store L	100.0%	60.0%	40.0%	1	10	(9)	99.4%	95.0%	4.4%	No	No
1288	Store M	0.0%	60.0%	(60.0%)	3	10	(7)	100.0%	95.0%	5.0%	No	No

Top Gun Stores

Quarterly Top Gun Stores

Number Store	Composite Score	Composite Budget	Over/Under	Surveys	Survey Budget	Over/Under	QSC Score	QSC Budget	Over/Under	Bonus (62% Composite & 91% QSC)	Top Gun (60% Composite & 95% QSC)
619 Store A	50.9%	60.0%	(9.1%)	53	120	(67)	92.2%	95.0%	-2.8%	No	No
663 Store B	64.3%	60.0%	4.3%	126	120	6	94.5%	95.0%	-0.5%	Yes	No
703 Store C	62.8%	60.0%	2.8%	43	120	(77)	96.5%	95.0%	1.5%	No	No
742 Store D	36.2%	60.0%	(23.8%)	47	120	(73)	97.1%	95.0%	2.1%	No	No
822 Store E	65.2%	60.0%	5.2%	46	120	(74)	96.5%	95.0%	1.5%	No	No
859 Store F	89.3%	60.0%	29.3%	84	120	(36)	97.2%	95.0%	2.2%	No	No
1079 Store G	68.0%	60.0%	8.0%	50	120	(70)	97.8%	95.0%	2.8%	No	No
1126 Store H	72.7%	60.0%	12.7%	44	120	(76)	96.4%	95.0%	1.4%	No	No
1175 Store I	40.0%	60.0%	(20.0%)	40	120	(80)	93.9%	95.0%	-1.1%	No	No
1193 Store J	63.4%	60.0%	3.4%	41	120	(79)	94.6%	95.0%	-0.4%	No	No
1269 Store K	79.0%	60.0%	19.0%	81	120	(39)	97.7%	95.0%	2.7%	No	No
1281 Store L	85.4%	60.0%	25.4%	89	120	(31)	99.4%	95.0%	4.4%	No	No
1288 Store M	0.0%	60.0%	(60.0%)	0	120	(120)	100.0%	95.0%	5.0%	No	No