

Chapter 23 - Serialized Inventory GMROI Report - GMROI RPT

GMRIORPT – Gross Margin Return On Investment Report

To run the Gross Margin Return on Investment Report, select the option "GMROI Analysis – GMROI RPT" off the Sales Reports option on the Sales Menu or press the F10 key off any menu and go to the command line and typing in "GMROI RPT". You will be prompted for the printer or file pathname. Press ENTER to accept the default printer or type in another printer number or pathname. See [Chapter 10 Introduction to Reports](#) for additional information about the printer/file pathname screen. You will now be prompted for "Separate Locations". Press ENTER and accept the default of N for no, see Figure 23-1.

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GMROI REPORT
REPORT ORDER: 1
SUMMARIZE ON: 1      SHOW QTY FOR EACH LOCATION: N

STARTING DATE:           ENDING DATE: 12/31/79
SELECT BY LOC OR LOC GROUPS: N

SORT BY LOCATION: Y
SELECT BY DESCRIPTION: N

SELECT BY MODEL NUMBER: N

PRINT TOTALS ONLY: N
TYPE INVENTORY: 3
REPORT FORMAT: 1

1) MODEL NUMBER  2) DESCRIPTION
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Figure 23- 1 GMROI RPT Report Screen

Explanation of Fields on GMROI Report Screen

- REPORT ORDER** 1 = Model Number
 2 = Description (choose this selection if you want option 3 or 4 for **SUMMARIZE ON**)
- SUMMARIZE ON** 1 = Summary on Model Number
 2 = Summary on Description
 3 = Product Code (2 digit)
 4 = First Product Code Character

SHOW QTY FOR EACH LOCATION If you want the report to show the quantity of inventory pieces for each location, enter a Y for yes, otherwise press the ENTER key to accept the default of N for no.

STARTING DATE ENDING DATE Enter the earliest and latest dates you want the report to use to calculate the return on investment. Note: that the ending date must be the system date if you want to include miscellaneous/accessory inventory. If you want the report to use ALL dates, your starting date should be 01/01/80 or leave the starting date blank and use the ending date of 12/31/79.

SELECT BY LOC OR LOC GROUPS If you want to select by location(s) or location group(s), type "Y" for yes and enter the respective number here to **1) SELECT BY LOCATIONS** or **2) SELECT BY LOCATION GROUPS**. Then choose the option to **1) SELECT BY 10 LOCS/GROUPS** **2) SELECT RANGE OF LOCS/GROUPS**. The report will only print information about the requested location(s) or location group(s). Enter up to ten store numbers. If all stores are needed, press ENTER to accept the default of N for no. If you have selected to run the report for more than one location, you will see the prompt "**SORT BY LOCATION**". This gives you the option to run all stores together or have the report separate them.

SELECT BY DESCRIPTION If answered Y for yes, you may enter up to three different descriptions.

SELECT BY MODEL NUMBER If answered Y for yes, you may enter up to three different model numbers or parts of model numbers. For example, by entering **A** in the model number field, this will report all appliance model numbers. There is also a wild card feature so you could report on certain brands. For example, by entering ****WHP** in the model number field may report on all **Whirlpool** products if this is how this manufacturer was set up.

PRINT TOTALS ONLY Answer Y for yes if you want a report that is one page displaying only the total numbers.

TYPE INVENTORY **1 = BIG TICKET ITEMS** - Serialized
2 = ACCESSORIES - Miscellaneous (this selection can only be run if using the system date as the ending date to figure the return on investment (ROI)).
3 = BOTH -Serialized & Miscellaneous (this selection can only be run if using the system date as the ending date to figure the return on investment (ROI) for both serialized and miscellaneous or accessory inventory).

REPORT FORMAT **1 = ALAN FRIEDMAN** - This report will show the model number, description, number of sales, cost of goods sold, gross profit dollars and percentage, ending inventory, inventory turns, percent of sales, percent of inventory, gross margin return on investment (GMROI), and location.
2 = REGULAR - Miscellaneous (this selection can only be run if using the system date as the ending date to figure

the return on investment (ROI)). This report will show the model number, description, beginning and ending costs, sales cost, sale amount, gross margin return on investment (GMROI), location number received and number sold.

The calculations depending on the report format are as follows for the GMROI report:

NOTE: If running the 'Alan Friedman' format...

Sale Amount – Cost / Ending Inventory Cost = GMROI

If running the standard format...

Sale Amount / Average Inventory = Sales Turnover

(average inventory is beginning inventory – ending inventory / 2)

Sale Amount – COGS / Sale Amount = Gross Margin

Sales Turnover * Gross Margin = GMROI

Press the F9 key. You will then be prompted for "Any More Changes". If you need to make changes, enter a Y for yes and make your changes. When the prompt "Any More Changes" is answered with an N for no, the report will begin counting and will print to the printer or file pathname you specified.

See Figures 23-2 through 23-5 for GMROI RPT setup screens and resulting report examples.

Example GMROI RPT Setup Screens & Resulting Reports

The screen in Figure 23-2 when run displayed the resulting report in Figure 23-3 for a GMROI RPT report summarized by description and product category.

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                                GMROI REPORT
                                REPORT ORDER: 2
                                SUMMARIZE ON: 4   SHOW QTY FOR EACH LOCATION: N

                                STARTING DATE: 1/01/05   ENDING DATE: 12/31/05
                                SELECT BY LOC OR LOC GROUPS: N

                                SORT BY LOCATION: Y
                                SELECT BY DESCRIPTION: N

                                SELECT BY MODEL NUMBER: N

                                PRINT TOTALS ONLY: N
                                TYPE INVENTORY: 1
                                REPORT FORMAT: 1

                                Any More Changes: 
    
```

Figure 23- 2 GMROI RPT Report Screen - Alan Friedman Format

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RUN DATE: 01/26/07          RSSS APPLIANCES          GMROI REPORT (AKA ALAN FRIEDMAN REPORT) PAGE: 1
TIME:12:58:41              GMROI REPORT IN DESCRIPTION ORDER--SUMMARY
                                FOR THE DATES OF: 1/01/05 THRU 12/31/05
    
```

MODEL NUMBER	DESCRIPTION	SALES	COST OF GOODS SOLD	--GROSS PROFIT-- \$ %	ENDING INVENTORY	INV TURNS	% OF SALES	% OF INV	GMROI	LOC
	A APPLIANCES	99,314	70,261	29,052 29	26,905	2.61	15	19	1.08	0
	E ELECTRONICS	50,544	33,136	17,408 34	25,299	1.31	8	18	0.69	0
	F FURNITURE	401,239	258,036	143,203 36	78,400	3.29	60	55	1.83	0
	M MATTRESS	115,942	65,581	50,360 43	12,612	5.20	17	9	3.99	0
REPORT TOTAL:		667,041	427,016	240,025 36	143,219	2.98	100	100	1.68	

TIME FINISHED:12:58:46

Figure 23- 3 GMROI RPT Resulting Report - Alan Friedman Format

The next screen shot in Figure 23-4 is a GMROI RPT summarized by first description. The resulting report is shown in Figure 23-5.

GMROI REPORT

REPORT ORDER: 2
 SUMMARIZE ON: 2 SHOW QTY FOR EACH LOCATION: N

STARTING DATE: 1/01/05 ENDING DATE: 12/31/05
 SELECT BY LOC OR LOC GROUPS: N

SORT BY LOCATION: N
 SELECT BY DESCRIPTION: N

SELECT BY MODEL NUMBER: N

PRINT TOTALS ONLY: N
 TYPE INVENTORY: 1
 REPORT FORMAT: 2

Any More Changes: N

Figure 23- 4 GMROI RPT Report Screen - Regular Format

RUN DATE: 01/26/07 TIME: 13:05:26		RSSS APPLIANCES		GMROI REPORT		PAGE: 1			
		GMROI REPORT IN DESCRIPTION ORDER--SUMMARY		FOR THE DATES OF: 1/01/05 THRU 12/31/05					
MODEL NUMBER	DESCRIPTION	BEGINNING COST	ENDING COST	COST SALES	SALE AMT	GMROI	LOC	#RCVD	#SOLD
	APPLIANCE	0.00	0.00	446.76	592.58	0.00	0	0	1
	AREFRIGERATOR	3,880.21	11,137.81	24,110.78	34,183.95	1.31	0	14	95
	ASTOVE	1,432.00	2,898.00	7,631.43	11,400.11	1.73	0	6	49
	AWASHER	929.95	4,080.95	15,077.96	21,596.07	2.58	0	13	84
	BED ONLY	0.00	0.00	978.50	1,580.26	0.00	0	0	1
	BEDROOM	0.00	210.00	0.00	0.00	0.00	0	1	0
	BEDROOM SET	7,616.46	27,332.73	68,778.34	111,188.54	2.41	0	73	319
	BIG SCREEN	4,004.95	6,653.95	17,259.29	27,813.37	1.98	0	3	30
	BUNKBED	1,216.94	2,043.94	10,159.72	18,237.45	4.92	0	8	100
	BUNKIE	31.00	682.90	2,502.08	4,256.92	4.89	0	16	107
	COMPUTER	2,130.97	4,027.97	2,599.43	3,772.43	0.38	0	4	10
	CURIO	1,545.83	2,778.73	1,560.61	3,250.41	0.78	0	7	18
	DESK	305.99	561.35	882.20	1,890.76	2.31	0	9	30
	DINETTE	4,438.47	10,589.34	21,660.96	35,075.95	1.77	0	33	152
	DRYER	0.00	204.00	0.00	0.00	0.00	0	1	0
	ELECTRONIC	549.00	549.00	0.00	399.99	0.73	0	0	1
	ELECTRONICS	4,304.74	9,491.29	4,973.32	6,681.97	0.25	0	49	51
	ENTERTAINMENT CENTER	553.99	2,219.97	5,971.05	9,723.69	2.73	0	9	36
	FREEZER	0.00	379.00	410.00	374.43	0.17-	0	1	1
	KING SET	0.00	186.00	186.00	297.00	1.18	0	1	1
	LAMP	2,676.65	5,297.15	1,496.59	2,317.80	0.20	0	66	68
	MATTRESS	1,301.12	11,575.95	62,111.31	110,120.07	7.52	0	92	634
	MICROWAVE	0.00	0.00	66.90	125.00	0.00	0	0	1
	OCCASSIONAL TABLE	0.00	0.00	206.74	300.00	0.00	0	0	2
	OCCASSIONAL TABLE	999.94	3,417.36	9,309.47	14,498.00	2.36	0	17	124
	PICTURE	6,837.60	5,165.95	2,763.33	5,269.34	0.42	0	6	65
	PLANT	0.00	511.39	383.58	1,085.02	2.75	0	19	20
	PLANTS	5,087.42	6,245.25	2,842.09	4,889.57	0.36	0	48	160
	QUEEN SET	0.00	136.00	506.56	773.97	3.98	0	1	4
	RANGE	0.00	401.00	1,283.84	1,768.98	2.38	0	1	4
	RECLINER	429.89	1,919.45	5,738.19	7,882.01	1.81	0	9	44
	REFRIGERATOR	0.00	1,326.00	1,107.00	1,260.99	0.22	0	4	3
	SECTIONAL	0.00	699.00	8,520.39	13,171.42	13.19	0	1	20
	SOFA	1,318.00	9,408.93	116,182.14	169,957.19	10.14	0	17	390

Figure 23- 5 GMROI RPT Resulting Report - Regular Format