

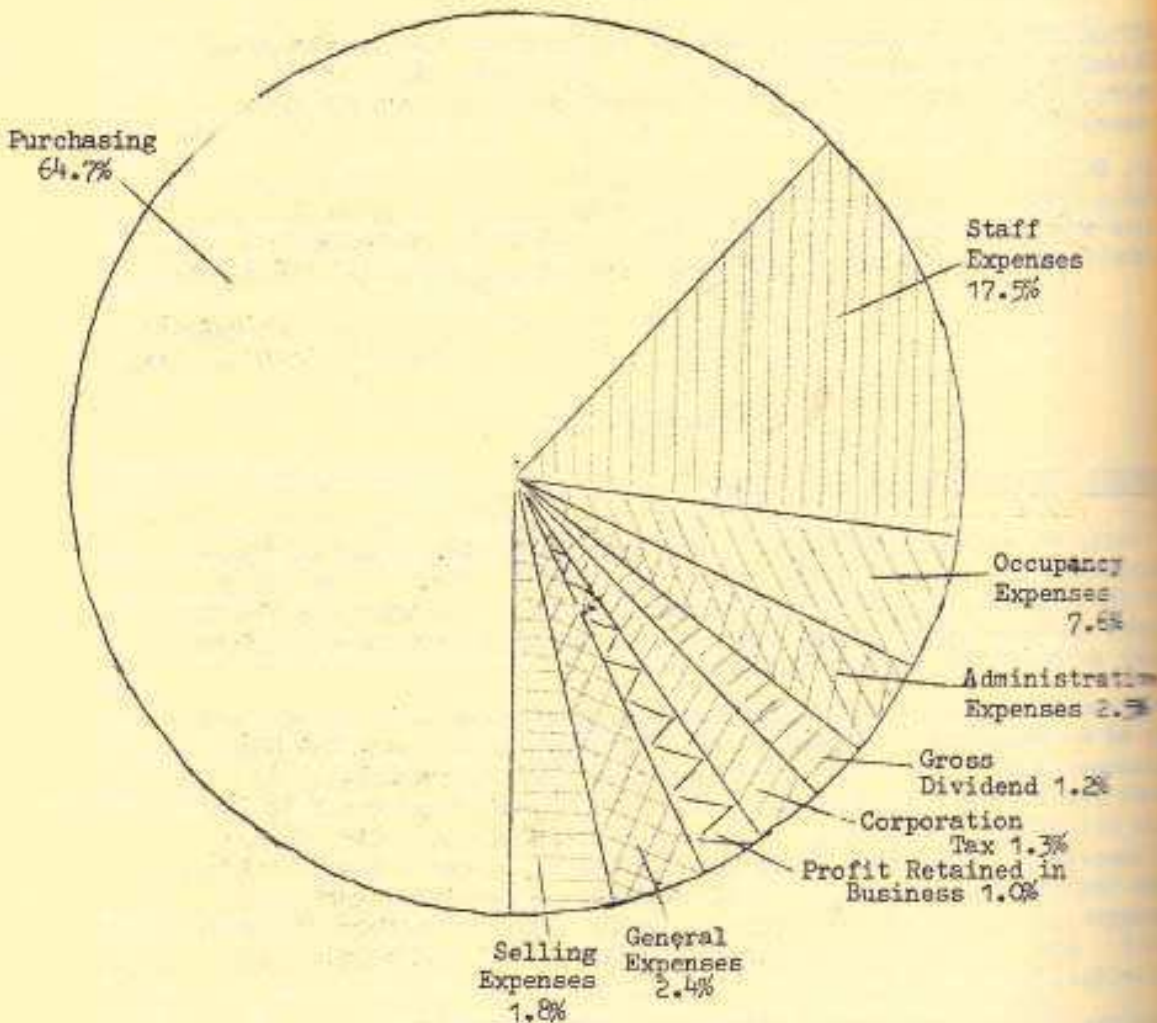
THE CUSTOMER'S £1.00 & THE SUTERS PIE

To give a better idea of the workings of the Company we've produced the "pie", which we illustrate below.

Its purpose is to show how every £1.00 a customer spends in Suters is accounted for.

For example : we sell a tie at £1.00. 64.7p of that £1.00 is accounted for by the purchase, from the manufacturer or wholesaler, of that tie; 02.4p of that same £1.00 is accounted for by General Expenses, which include such items as postage, telephone, bank charges, auditing fees, computer services, and pension fund premiums.

The "Pie".



Portion of expenses shown in pie chart :

<u>Purchasing</u> : Buying the goods and buying expenses	64.7p
<u>Staff Expenses</u> : Staff salaries and S.E.T.	17.5p
<u>Occupancy Expenses</u> : Rent, rates, insurance, lighting & heating, including depreciation	07.6p
<u>Selling Expenses</u> : Motor expenses, advertising, display, stationery, paper bags, boxes	01.8p
<u>General Expenses</u> : Postage, telephone equipment rental, bank charges, auditing fees, professional charges, computer services, pension fund premiums	02.4p
<u>Administrative Expenses</u> : Directors' salaries, loan interest & property expenses	02.5p
Corporation tax	01.3p
Gross dividends	01.2p
Profit retained in business	01.0p

	£1.00
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J.R.M.Suter,
Sales Promotion Director.