Overview

The Franchise Site includes an Online Day Sheet feature. As with all of Kilwin's online features, Online Day Sheets are designed to make it easier and more efficient to operate your store so more time can be spent selling products, hiring and training staff and marketing inside and outside of your store. All stores will be required to use this method of recording daily sales and royalty reporting beginning January 1, 2007.

This tool provides with you with a simple, easy-to-use method to record and reconcile your daily sales, track Month-to-Date (MTD) and Year-to-Date (YTD) sales by accounting class, track product mix percentages, compare this year's data to the prior year and generate your monthly royalty report. You can also record store hours open, labor dollars, cost of goods sold, transaction counts, weather and general comments each day. Additionally, you receive valuable reports comparing your store's sales by accounting class, product mix, labor %, cost of goods sold %, average per transaction and sales per square foot to averages of other stores in your region and to averages of all stores in the Kilwin's system. For multiple store owners, all of this information is readily available, in one location, for each store.

Recording daily sales data in the Online Day Sheets format does not require any additional time on your part. You are simply recording the data into an online format as opposed to a paper format.

The recording and compilation of your data on a more detailed basis will better assist both the store owner and Kilwin's Chocolates Franchise (KCF) to work together to identify sales opportunities, cost management opportunities and building the Kilwin's brand.

Before You Start

Before you get started using the Online Day Sheet feature, it is recommended that the Daily & Monthly Sales Reporting Course (available in the Kilwin's Training Center) be completed. To take the course: (1) You must be enrolled as a student, (2) You must be enrolled in the Level 4 program, and (3) You must be registered for the Daily and Monthly Sales Reporting Course. Then go to the Franchise Site, select Training Center, log in, select Start/Continue Training, select Level IV, and click on Open Course for Daily and Monthly Sales Reporting. For assistance enrolling in the course, please contact Bryan Young, Director of Training, at bryan@kilwins.com or 231-439-0972, extension 16.

Sound financial management is essential to properly and successfully operate your business. Following the guidelines and procedures outlined in Level IV Training will

provide timely and accurate sales information which will assist you in monitoring and controlling the financial aspects of your business.

Security

Security measures have been implemented to ensure your data is kept confidential using Secure Sockets Layer (SSL) technology securing the franchise site by encrypting information and providing authentication back to the user. A **SSL Icon** will appear in the lower right corner of your screen to indicate you are logged on to a secure website.



Your sales data will not be shared with other stores and regional and national comparisons are averaged and shown only as a percentage. Only Kilwin's Franchise users with "High" security clearance have access to the Online Monthly Royalty Reporting and Online Sales Reports. Users with "Low" security clearance can have access to Online Day Sheet Data Entry, but can not access any reporting functions.

Accounting Classification

All Kilwin's items (Kitchen items and MIS items) have been assigned an **Accounting Classification** that can be found listed on each item's detail page for reference use. You can also use the Print Price List feature in the Kitchen Store for a report listing this information. To print this report, go the Print Price List, select "My Kitchen Items" or "My MIS Items" and select the Accounting Class box to generate a list of these items and their corresponding accounting class. Each state has a differing sales tax structure so it is up to the individual store owner to be aware of their particular tax reporting situation.

Your cash registers or Point-of-Sale (POS) terminals must be programmed so that items can be rung in by their assigned Accounting Classification and tax table. This essential programming step will take a few hours, but will pay great dividends by breaking down your sales into these accounting classes. By accurately capturing sales data at this level of detail, not only will you know what you are selling and be able to identify sales opportunities and operational issues, but you will also be able to accurately calculate cost of goods sold on a similarly detailed level which enables you to "zero in" on problem areas. It is extremely important that each store take the necessary steps to use Kilwin's Accounting classifications and Chart of Accounts. By doing so, accurate and consistent comparison information is available for all stores to use.

The Accounting Classifications are listed below. These sales classifications are listed on the Online Day Sheet Data Entry, Online Monthly Royalty Report and Online Sales Reports. For royalty and sales reports, "Beverages" and "Beverages-Non-Taxable" values are combined.

Accounting Classifications
Ice Cream
Fudge
MIS - cooked
MIS - non-cooked
Chocolates
Beverages
Beverages – Non-Taxable
Baskets
Gifts
Shipping
Gift Cards Sold

Historical Sales Data

In order to gain access to regional and national sales report comparisons, you must first enter twelve full months of Day Sheet sales data. Also, it is possible to upload past historical data so that you can compare your store's current year data to your store's prior year data. This can be done by completing an excel spreadsheet template that is available from the KCF accounting office. Once we receive your completed template, we will upload your historical sales information, by accounting class, and contact you when complete.

Fudge, MIS-(Cooked) & MIS-(Non-cooked)

You may be currently ringing all Made-in-Store (MIS) product sales as fudge sales. However, we recommend that you ring your MIS sales by either Fudge, MIS-(Cooked) or MIS-(Non-cooked) so that you can analyze your product mix and cost of goods in more detail. Use these "rules of thumb" to quickly identify how to ring MIS sales:

- Fudge is Fudge
- MIS-(Cooked) includes any product dipped, dunked, coated or striped with caramel. This category includes corns and brittles.
- MIS-(Non-cooked) includes any product dipped, dunked, coated or striped with chocolate and no caramel.

There are some exceptions to these rules. Remember, every MIS product's Accounting Class can be found listed on each item's detail page.

The outlined box in the report below displays the ringing of MIS sales as either Fudge, MIS-(Cooked) or MIS-(Non-cooked) for the Current MTD vs. ringing all MIS products as fudge sales last year.

Month to Date Report Last Date Entered: 10/30/2006 Sales throu	gh: 10/30/2006								
Category	Your Store Current MTD Sales	Your Store Last Year MTD Sales	Your Store % MTD Sales Var	Regional % MTD Sales Var	National % MTD Sales Var	Your Store Current MTD Product Mix	Your Store Last Year MTD Product Mix	Regional Current MTD Product Mix	National Current MTD Product Mix
Royalty Sales									
Ice Cream	15,779.10	13,856.80	14%	3%	0%	22.60%	22.98%	28.06%	28.24%
Fudge	18,931.36	39,887.66	-53%	-37%	-41%	27.11%	66.14%	29.87%	29.06%
Made in Store (cooked)	24,557.92	0.00	N/A	N/A	N/A	35.17%	0.00%	18.16%	17.78%
Made in Store (non-cooked)	3,601.17	0.00	N/A	N/A	N/A	5.16%	0.00%	2.66%	2.70%
Chocolates	5,597.48	4,415.59	27%	11%	-2%	8.02%	7.32%	19.27%	20.38%
Beverages	1,351.80	2,146.20	-37%	-22%	-24%	1.94%	3.56%	1.94%	1.81%
Baskets	0.00	0.00	N/A	N/A	-100%	0.00%	0.00%	0.00%	0.00%
Gifts	0.00	0.00	N/A	N/A	N/A	0.00%	0.00%	0.02%	0.02%
Discounts	113.06	123 12	-8%	-40%	-46%				

Royalties on the Sale of Gifts

We have taken into account that some stores are currently licensed under an older version of the Franchise Agreement which provides that the store owner is not obligated to pay royalties on gift sales. For these stores, Day Sheets, Royalty Reports and Sales Reports reflect gift sales as a "Non-Royalty Sale". Upon renewal of the Franchise Agreement, gift sales will be subject to royalties and we will make the appropriate changes to the Online Day Sheets. For stores already licensed under the Franchise Agreement that require royalties to be paid on gift sales, Day Sheets, Royalty Reports and Sales Reports reflect gift sales as a "Royalty Sale".

Other Non-Royalty Sales

The Day Sheets also take into account that royalties are not collected on sales tax, shipping charged to a customer and the sale of gift cards. Royalties are paid on gift cards at the time the gift card is redeemed for goods.

Labor Dollars and Labor Cost %

Labor dollars should be entered on each Day Sheet. An easy way to calculate total labor dollars is to know what your average hourly wage is for all employees and simply multiply the average hourly wage by the total labor hours worked for the day and add your fixed manager rate. A labor cost (inclusive of payroll taxes) in the range of 28-30% for a store in a growth stage and 25% for a mature store should be

targeted. Labor costs above this range mean that you are potentially using too many labor dollars than required to realize the volume of sales reported. These are wasted dollars. Your labor % may be much higher or lower during some time periods based on the seasonality of your store. Inexperienced, poorly trained or inefficient staff will increase labor costs. Conversely, a well-trained staff will become more efficient and help to reduce labor costs by not requiring as many employees for the same volume of sales reported. Labor costs below this range may be an indication that you have not scheduled enough staff to handle the volume of sales reported and could be losing sales due to poor service, not sampling and/or up selling. Labor costs should be an hourly, daily and weekly priority. Using the Online Day Sheets is an effective way to review your labor costs and identify areas for improvement.

For all Day Sheet, Royalty Report and Sales Report formulas for Labor Cost %, the percentage is calculated as follows:

Total Sales	\$2,592.00
Less: Sales Tax	(\$216.00)
Less: Gift Cards Sold	(\$45.00)
Subtotal	\$2,331.00
Divided by Total Labor Dollars	\$652
Labor Cost %	28.0%

Cost of Goods Sold and Cost of Goods %

The value of cost of goods sold should be entered on each Day Sheet. If you use a POS terminal to capture sales, the system should provide you with a report detailing this information. An overall cost of goods sold target is 24-33%. Your cost of goods sold should be calculated by accounting class in order to "drill down" on problem areas. Target costs of goods sold by accounting class are listed below:

Ice Cream	33%
Fudge	20%
MIS - cooked	20%
MIS - non-cooked	20%
Chocolates	40%
Beverages	50%
Baskets	45%
Gifts	50%
Overall	24-33%

The cost of goods sold percentage indicates how well your team is doing controlling the cost of goods, inventory management, security and pricing. Your store's cost of goods sold is a key measurement ratio that indicates your cost for those goods sold

during a period of time as a percentage of sales dollars collected for those same goods during the same time period. For example, a 30% cost of goods sold means that for every \$1.00 collected in sales, the associated cost of these goods (without labor) for those same items sold equals \$0.30.

A cost of goods sold % above the target may indicate:

- Portion sizes exceed standard
- Retail prices set too low
- Excessive waste
- Theft of products or receipts

A cost of goods sold % below the target may indicate:

- Portion sizes below standard
- Retail prices set too high

It is highly recommended that a monthly physical inventory be taken to monitor your cost of goods sold on a detailed level.

For all Day Sheet Royalty Report and Sales Report formulas for cost of goods sold, the percentage is calculated as follows:

Total Sales	\$2,592.00
Less: Sales Tax	(\$216.00)
Less: Gift Cards Sold	(\$45.00)
Subtotal	\$2,331.00
Divided by Total Cost of Goods Sold	\$700
Cost of Goods Sold %	30.0%

Transaction Counts and Average per Transaction

In order to calculate the average per transaction, the actual number of transactions must be tracked. This number is taken off the Z-report from your register or POS.

A higher average per transaction is preferred as this would mean that each customer is spending more dollars each time they come to the register. Average per transaction can vary greatly by day & season, especially during holiday seasons when customers are purchasing multiple gifts or "larger ticket items" like baskets and boxed chocolates.

By comparison, a lower average per transaction may be reported when the majority of sales for that period are ice cream or could indicate that there is theft or an operational problem. Comparing this ratio to shifts, days of the week, months of the year, or to prior years is an excellent benchmark to how well your sales people are performing.

It can also measure inside and outside marketing effectiveness. Regardless of the actual average per transaction for any period of time, it should always be your goal and priority to sell more to every customer. For all Day Sheet, Royalty Report and Sales Report formulas for average per transaction, the amount is calculated as follows:

Total Sales	\$2,592.00
Less: Sales Tax	(\$216.00)
Less: Gift Cards Sold	(\$45.00)
Subtotal	\$2,331.00
Divided by Total Transactions	292
Average per Transaction	\$7.98

Sales per Square Foot

Your store's sales per square foot ratio is an excellent benchmark to monitor the sales capacity of your store. Your store's gross square footage (as per your lease) is used to calculate this ratio. Annualized sales per square foot can be used to assist us with comparing your store to other stores in determining the efficient use of your store's space.

For all Day Sheet, Royalty Report and Sales Report formulas for sales per square foot, the amount is calculated as follows:

Total Sales	\$75,450.00
Less: Sales Tax	(\$5,700.00)
Less: Gift Cards Sold	(\$300.00)
Subtotal	\$69,450.00
Divided by Store Square Footage	1350
Sales per Square Foot	\$51.44
Annualized Sales per Square Foot	\$617.28
(\$51.44 x 12 months)	

Regional & National Comparisons

Regional and National MTD & YTD sales report comparisons are available so that you can compare your store's sales, product mix, labor, cost of goods, transaction counts, average per transaction and sales per square foot against the **average increase or decrease of all stores reporting this data in your region and nationally**. It is important to note that your store's sales data is not shared with any other store. Your store's sales data is only added to the regional and national averages and then shown as a percentage increase or decrease.

For regional comparisons, we have assigned each store to a geographic region:

Midwest	Michigan, Indiana, Illinois,
	Wisconsin and Colorado
Mid-Atlantic	Maryland, Pennsylvania, North
	Carolina, South Carolina and
	Tennessee
Southeast	Florida

In the example below, the store's MTD ice cream sales are down 2%. For the Regional comparison, MTD ice cream sales for all the stores in the Test Store's region are down an average of 15%. For the National comparison, MTD ice cream sales for all Kilwin's stores are up an average of 11%.

Kilwin's		in Steen Deaduate		Kite	hen Sto	ore			Total: \$0.00
Rew items Kitchen items View Cart Ac	count into T made	Store Store St	T FAU T Day	mary for	October 2	006			
DULK		51018 50	Steve	s Test St	ore	.000			
Month to Date Report Last Date Entered: 10/28/2006 Sales through: 10/2	28/2006								
	Your Store Current MTD	Your Store Last Year MTD	Your Store % MTD	Regional % MTD	National % MTD	Your Store Current MTD	Your Store Last Year MTD	Regional Current MTD	National Current MTD
Category Royalty Sales	Sales	Sales	Sales Var	Sales Var	Sales Var	Product Mix	Product Mix	Product Mix	Product Mix
Ice Cream	20,538.47	20,948.53	-2%	-15%	11%	33.63%	34.10%	27.96%	32.38%

Product Mix

The product mix percentage indicates the ratio of sales by a particular accounting class to total sales. For example, a product mix of 35% fudge means that 35% of total sales for a specific period are fudge sales. Capturing and recording your store's sales by accounting class will also provide you with the ability to make MTD, YTD, Regional and National product mix comparisons. Reports are available that will enable you to analyze your sales and drive future sales, through inside and outside marketing efforts, to those more profitable accounting classes like fudge and Made-in-Store products.

In the example below, the Test Store's Current MTD Product Mix for ice cream is 49.34% vs. 45.09% last year which means this store is selling, as a percentage of total sales, more ice cream than last year. For the Regional comparison, average MTD ice cream sales for stores in this region are 42.06%. For the National comparison, average MTD ice cream sales for all Kilwin's stores are 47.05%.

Kilwin's New Items Kitchen Items View Ca	Int Account Info Mad	e in Store Products	FAQ Day	Kito Sheet Fran	hen Sto	in line			Total: \$0.00
Back		Store	Sales Su	immary f	or July 200)6			
			Steve	's Test St	ore				
Month to Date Report Last Date Entered: 10/28/2006 Sales thro	uah: 07/31/2006								
Category	Your Store Current MTD Sales	Your Store Last Year MTD Sales	Your Store % MTD Sales Var	Regional % MTD Sales Var	National % MTD Sales Var	Your Store Current MTD Product Mix	Your Store Last Year MTD Product Mix	Regional Current MTD Product Mix	National Current MTD Product Mix
Royalty Sales									
Ice Cream	41,657.38	40,776.26	2%	0%	-10%	49.34%	45.09%	42.06%	47.05%
Fudge	23,214.71	30,331.46	-23%	-39%	-8%	27.50%	33.54%	25.60%	23.01%
Made in Store (cooked)	152.47	0.00	N/A	N/A	184%	0.18%	0.00%	13.04%	11.67%
Made in Store (non-cooked)	61.22	0.00	N/A	N/A	100,308%	0.07%	0.00%	2.30%	2.17%
Chocolates	15,462.92	17,281.84	-11%	-5%	-4%	18,32%	19.11%	12.36%	12.06%
Beverages	2,750.41	2,035.95	35%	-34%	-26%	3.26%	2.25%	2.71%	2.48%
Baskets	39.80	0.00	N/A	N/A	N/A	0.05%	0.00%	1.28%	1.04%
Gifts	1,084.99	0.00	N/A	N/A	268%	1.29%	0.00%	0.65%	0.51%
Discounts	26,73	216.31	-88%	-53%	-34%				

Using Online Day Sheets

Please remember that only Kilwin's Franchise users with "High" security clearance have access to the Monthly Royalty Reporting and Sales Reports. Users with "Low" security clearance can have access to Day Sheet Data Entry, but can not access any reports. Please contact Jeff Hall at Kilwin's Quality Confections regarding user access to the Day Sheet system.

The following are step-by-step instructions for using Day Sheet Data Entry, Monthly Royalty Reporting and Sales Reports. The system uses the web in conjunction with Microsoft Excel to enter sales and key measurable data and provide detailed reporting. Each section has easy to follow procedures that allow for daily data entry and report generation. Use of Microsoft's Internet Explorer version 6.0 or higher is recommended.

To access the Day Sheets, sign onto the Franchise Site, go to the Kitchen Store and select the **Day Sheet** tab. You will not see the Day Sheet tab until you have been set up as a user to access this system.



The Online Day Sheet feature is divided into three main sections:

- 1. Day Sheet Data Entry
- 2. Monthly Royalty Report
- 3. Sales Reports Options



1. Day Sheet Data Entry

- a. Enter General Information
- b. Enter Drawer Information from the "Z" Report
- c. Store Closed Dates
- d. Export Day Sheet
- e. The Sales Calendar

Step 1a – Enter General information

The general information data is independent from the drawer data and can be entered and updated without changing any drawer information.

Enter the following information:

- Store Hours
- Weather Rating (The drop down menu lists three options: Good, Fair or Poor)
- Total Cost of Goods Sold (Enter this data in only one drawer per day.) The Cost of Goods % will calculate automatically.
- Total **Labor** dollars for the day (Enter this data in only one drawer per day.) The Labor % will calculate automatically.
- **Comments** (Any special circumstances that you would like to record)

Account Info Made in Store Products FAQ Day Sheet



Step 1b – Enter Drawer Information from the "Z" Report

The information collected on the Z Report(s) now gets transferred to the Online Day Sheet. The system has the ability to handle up to ten (10) separate drawers/registers and add them into one total. **Drawer Information** from multiple drawers/registers can be entered individually throughout the day or individually at the end of the day.

Drawer Information	-	Drawer Information
Drawer	#1 💙 (0)	•
Description		Drawer Drop Down List
Ice Cream	0.00	Description
Fudge	0.00	Description
Made in Store (cooked)	0.00	
Made in Store (non-cooked)	0.00	
Chocolates	0.00	
Beverages	0.00	
Beverages Non-Taxable	0.00	

- Select a drawer number from the **Drop Down List**.
- Enter a drawer **Description** to better identify the drawer/register (i.e. John's Register or Front Register).
- Enter your sales and payment data into the corresponding fields. Note that categories listed in red are subject to royalties. Categories in black are non-royalty sales and not subject to royalties. The "Over/Short" will be calculated automatically.
- When data entry is complete, you must click on the "Save" button at the bottom. Drawer Information Saved will appear at the top of the Day Sheet indicating the data has been saved.

Account Info Y Made i	n Store Products FAQ Day Sheet	
Stor	re Day Sheet	Drawer Information
Customer	999-Kilwin's Chocolates Test Store 👻	Saved
Store Square Footage	1200	
User	Steve Hooley	
Sales Date	10/30/2006	
Store Open	10:00 a.m. Store Close 10:00 p.m.	
Weather Rating	Good 💌	
Cost of Goods	0 Labor 0	
Cost of Goods%	0.00% Labor% 0.00%	
Comments	< >	

- You can still edit drawer information up until the 9th day of the following month. Changes after that time period must be made by calling the KCF accounting office.
- To view the totals for all drawers/registers for the day, **Select Totals** from the drop down list.



Step 1c – Store Closed Dates

The system allows you to note those days, or even months for seasonal stores, when your store is closed. To enter periods your store is closed, select the **Store Closed Dates Button**.



Enter the **Range of Dates** the store was closed and click on the **Update** button.

		A	Fitch	ion c	Store
ore Products	FAQ	Day Sheet	Franch	ise Site	Admin
Back					
	Store	Closed I	Dates	í.	
	Us	ser Steve Hool	ey		
	Start Da	ate 5/03/2006		Range	of Dates
	End Da	ate 5/03/2006		Ŭ	
		Update ┥		Update	•

The **Sales Calendar** for May 3 will now list "Closed" for this date. You can enter the reason why the store was closed in the comments section of the day sheet.



Step 1d – Export Day Sheet

The **Export Day Sheet** button allows you to print a hard copy or save a copy of the day sheet to your computer.



Export Day Sheet

- To begin, click on the Export Day Sheet button.
- Select **Open** to export the report to view or select **Save** to save the document to your computer.



• Selecting "Open" will generate the following report:

Kilwin's Franchise Site Online Day Sheets, Royalty Reports & Sales Reports

y Sheet for Friday,	October 6,	2006			
Category	Front #1(1)	IC #1(2)	Jenny B (3)	Jerru G. (4)	Total
lce Cream	\$ 33.78	\$ 297.61	\$ 237.77	\$ 23.70	\$ 592.8
Fudge	\$ 505.51	\$ 109.30	\$ 0.00	\$ 2929	\$ 644.1
Made in Store (cooked)	\$ 605.34	\$ 89.00	\$ 16.25	\$ 177.99	\$ 888.5
Made in Store (non-cooked)	\$ 12.90	\$ 0.00	\$ 5.00	\$ 92.00	\$ 109.9
Chocolates	\$ 31.72	\$ 58.97	\$ 11.97	\$ 114.04	\$ 216.7
Beverages	\$ 2.95	\$ 5.90	\$ 0.00	\$ 0.00	\$ 8.8
Beverages Non-Tax	\$ 15.00	\$ 13.50	\$ 9.00	\$ 9.00	\$ 46.5
Baskets	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Gifts	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Discount 1	\$ 0.00	\$ -1.13	\$ -1.26	\$ 0.00	\$ -2.3
Discount 2	\$ -1.98	\$ -0.70	\$ 0.00	\$ 0.00	\$ -2.6
Discount 3	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Total Royalty Sales	\$ 1,205.22	\$ 572.45	\$ 278.73	\$ 446.02	\$ 2,502.4
Shipping	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Deposits Received	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Deposits Applied	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Gift Cards Sold	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Sales Tax	\$ 101.74	\$ 48.27	\$ 23.57	\$ 35.52	\$ 209.1
Total Receipts	\$ 1,306.96	\$ 620.72	\$ 302.30	\$ 481.54	\$ 2,711.5
Over/Short	\$ 2.11	\$ 4.90	\$ 0.26	\$ 1.06	\$ 8.3
Cash & Checks	\$ 949.48	\$ 487.94	\$ 247.08	\$ 405.17	\$ 2,089.6
M/C & Visa	\$ 293.88	\$ 137.68	\$ 46.38	\$ 77.43	\$ 555.3
American Express	\$ 65.71	\$ 0.00	\$ 9.10	\$ 0.00	\$ 74.8
Discover	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Other 1	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Other 2	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Gift Cards Redeem	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.0
Total Payments Received	\$ 1,309.07	\$ 625.62	\$ 302.56	\$ 482.60	\$ 2,719.8
Transaction Count	126	81	50	51	30
Average Per Transaction	\$ 9.57	\$ 7.07	\$ 5.57	\$ 8.75	\$ 8.1
	Store Open	10:00 A.M.			
	Store Close	11:00 P.M.			
	Weather	Good			
	Labor	790.00	32%	:	
	Cost of Goods	625.00	25%		

• The exported Day Sheet Report summarizes and totals the drawer activity for the day (Four drawers/registers in the report shown above). Now use your browser to print a hard copy of the report for your files.

Step 1e – The Sales Calendar

The **Sales Calendar** is a helpful historical tool to view both Total Royalty Sales and the weather for each day of the month.



- Clicking on any date will access that specific day's Day Sheet information. This information can be edited through the 9th day for the following month. After this time period, please contact the KCF accounting office to make any changes to your data.
- The **Navigation Arrows** allow you to easily move to a future or prior month (single arrow pointing right or left respectively) or to move to the same month in a future or prior year (double arrows pointing right or left respectively).
- Clicking on Printable Calendar generates a file that includes a Totals by Day of the Week Report that can be printed using your browser.



«- 🗢 October 2006 🕫 🖘

Totals by Day of the Week Report

October Total: 69,705.77 October Royalty Due: 3,485.29

Totals by Day of Week

	Sales	Labor	Labor %	Store Hours	Sales/Hour	Labor/Hour
Sunday	13,410.91	0.00	0%	60.00	223.52	0.00
Monday	9,389.75	0.00	0%	60.00	156.50	0.00
Tuesday	6,161.01	0.00	0%	48.00	128.35	0.00
Wednesday	6,599.79	0.00	0%	48.00	137.50	0.00
Thursday	6,943.34	0.00	0%	48.00	144.65	0.00
Friday	9,444.09	790.00	8%	52.00	181.62	15.19
Saturday	17,756.88	0.00	0%	52.00	341.48	0.00
Totals	69,705.77	790.00	1%	368.00	189.42	2.15

• The Total by Day of the Week Report summarizes MTD sales, labor, Labor %, total store hours, sales per hour and labor per hour for each day of the week.

2. Monthly Royalty Report

- a. The Royalty Report Button
- b. Print Royalty Report
- c. Submit Royalty Report (Electronically)
- d. View or Print Past Month's Royalty Reports

Step 2a – The Royalty Report Button

To access, review, print or electronically submit your royalty report, select the **Royalty Report Button**.

Account Info Made in Store Product	s FAQ Day Sheet	Franchise	Site Admin			
Store Day Sh	reet	 	October	2006	⇔ 4≫	
Customer 998-Steve's Tes	it Store 🔽 👻	Sun Mo	n Tue Wed	Thu Fri	Sat	
Store Square Footage 1800		2736 13	35 982 100	8 848 162	5 4176	
User System		8 🙂 9 🕻) 10 🙂 11 🤮	12 🙂 13 🙂	14 😑	
Sales Date 10/31/2006		15 🙄 16	18 1488 117 A 17 A 18 C	3 1137 2673 19 🕰 20 🙂	21 3	
Store Open 11:00 a.m. St	tore Close 05:00 p.m.	3092 19	80 1005 210	1 1982 334	7 5337	
Weather Rating 🛛 🗧 👻		22 🙂 23 1 3264 17	24 25 25 25 23 25 24 25 25 25 25 25 25 25 25	26 🙂 27 😤 1 1719 140) 28 😐 5 4014	
Cost of Goods 0	Labor O	29 🙂 30 1	31 ⊕ 33 1009			
Cost of Goods% 0.00%	Labor% 0.00%	Printable C	alendar			
Comments	< ×	00	October To tober Royalty [otal: 67,520.12 Due: 3,376.01		
Drawer Information						
Drawer ;	#1 * 🔽 (2)		October Roya	ilty Report 📉		
Description			2006 Monthly	Summary	Rovaltv	
Ice Cream	7.00		October Sales	Summary	Button	
Fudge	452.34		October Drav	ver Detail	Bullon	
Made in Store (cooked)	0.00		Sales By	Period		
Made in Store (non-cooked)	0.00					
Chocolates	134.58		Store Close	d Dates		
Beverages	2.29					
Beverages Non-Taxable	0.00		Export Day	/ Sheet		
Baskets	0.00					

Selecting the Royalty report button will allow you to **Print the Royalty Report**, **Submit the Royalty Report** (electronically) and view your **Past Royalty Reports** from the screen below:



Each day's Total Royalty Sales are automatically added together and then rolled into the Monthly Royalty Report. Attempting to view, print or electronically submit the Royalty Report without entering Day Sheet data for every day of the month will result in the following message:

r October 2006
r October 2006
r October 2006
Unable to submit royalty sales electronically: Not all days have been entered for this period.

Each calendar day must have sales data entered or indicate that the store was closed in order for the Royalty Report to be available. If you receive the message above, return to the Sales Calendar and identify which day(s) that sales data has not been entered (the day(s) on the calendar will be blank). If a zero "0" appears, this indicates that you clicked on "Save" without entering any data for that day. Click on that

day(s) and enter the data. When complete, you can proceed to Step 2b below.

Step 2b – Print Royalty Report

Select the "Print Royalty Report" button to print a hard copy of the Royalty Report to submit with your royalty payment. Note that the royalty payment due is automatically calculated on the report. Select the **Print Button** in the upper right corner or use your browser print icon to print the report. The Royalty Report is shown below.

Kilwinis	Kilwin' Mo	s Chocolate nthly Royalty	s Franchise, Inc. Report Form		Print Inted on 11/03/2006
Store: <u>Steve's Test Store (1998)</u> Month Reported: <i>Octobe</i> , 2006	Royalty Sales Ice Cream: Fudge: Made in Store (cooked): Made in Store (non-cooked): Chocolates: Beverages: Baskets: Giffs: Discounts: Total Royalty Sales: Royalty Payment Due (5%):	22,942,33 22,053,67 4,602,65 293,77 16,491,77 1,153,60 0,00 5,00 (22,33) 67,520,12 3,376,01 PM	ease pay this amount.	Print Button	
	Non-Royalty Sales Shipping: Gift Cards Sold: Sales Tax:	100.95 0.00 4,890.31			
	Total Sales:	72,511.38			
	Expenses Labor: Cost of Goods:	0.00 300.00	0.00% 0.44%		
	Transaction Count: Average Per Transaction:	7,082 9.55			
	Sales Per Square Foot: Sales Per Square Foot - Annualized	37.57 : 450.81			
Please enclose a check for the amount of royalty payment due. Make your check payabl Your check and the original copy of the report are due by the 10th of the following month Signed:	e to: Kilwin's Chorolate The undersigned states that the above info	s Franchise, Inc.	iccurate and complete rep	ort of all information as required by Kilwin's Chocolates Franchise, Inc.	
Title: Date:					

Step 2c - Submit Royalty Report (Electronically)

After you have completed entering Day Sheet data for every day of the month, you have the option of submitting your Royalty Report electronically and then mailing your royalty payment under separate cover. A signed copy of the report is still required. Electronic report submission is possible until the 9th day of the following month and royalty payments are still due to be received by the 10th of the month.

The following message will appear prior to submission as a reminder that changes to your sales data are not possible after submission. Click "OK" to proceed.

ade in Store	Product	s FAQ D	ay Sheet	Franchise Site	Admin
Back					
F	loya	ty Report	t for O	ctober 20	06
Print	Royalty I	Report	Sub	mit Royalty Repor	t
	Microsof	t Internet Explor	er	×	
	2	Submit your Royalty This will prevent any	[,] Report? , further chang	es to sales in October.	
ity Confecti		ОК	Cancel		47-3800 · Fax: (.

Accidentally attempting to send duplicate electronic Royal Reports will result in the following message with an entry in the **Log** of date and time the report was submitted.



Step 2d - View or Print Past Month's Royalty Reports

Past reports can also be re-printed at anytime. The log displays the last 24 electronically submitted Royalty Reports (see screen above). You may select any previously submitted report to re-print. Simply use the navigation arrows on the Sales Calendar to find the month you want to print, then follow the instructions outlined in 2b above.

3. Sales Report Options

- a. Monthly Summary Report
- b. Sales Summary Report
- c. Drawer Detail Report
- d. Sales by Period Report

On the main Day Sheet page, there are four sales report options which summarize in various ways the Day Sheet data you entered on a daily basis.



Step 3a - Monthly Summary Report

The **Monthly Summary Report** is designed to summarize, on a calendar year basis, a compilation of your store's month-end totals.

To access the report, select the Monthly Summary Report button and choose to either save the file to your computer or open the file. Opening the file displays the following information, in Excel spreadsheet format, that can be printed using your browser print icon.

Kilwin's Franchise Site Online Day Sheets, Royalty Reports & Sales Reports

Kilwin's Chocolates	Tee	t Store			-	
Rovalty Sales for 20	06					
Royalty Sales for 20	00					
Category	Jan		Prod Mix %	Feb	I	Prod Mix %
Royalty Sales						
lce Cream	\$	4,820.69	18.21%	\$	5,467.22	14.829
Fudge	\$	18,606.46	70.28%	\$	27,397.96	74.279
Made in Store (cooked)	\$	0.00	0.00%	\$	0.00	0.00%
Made in Store (non-cooked)	\$	0.00	0.00%	\$	0.00	0.00%
Chocolates	\$	2,589.47	9.78%	\$	3,515.25	9.53%
Beverages	\$	578.00	2.18%	\$	719.80	1.95%
Baskets	\$	0.00	0.00%	\$	0.00	0.00%
Gifts	\$	0.00	0.00%	\$	0.00	0.00%
Discounts	\$	-59.30		\$	-106.02	
Total Royalty Sales	\$	26,535.32		\$	36,994.21	
Royatty Payment	\$	1,326.77		\$	1,849.71	
Non-Royalty Sales						
Shipping	\$	18.90		\$	79.60	
Gift Cards Sold	\$	0.00		\$	0.00	
Sales Tax	\$	2,200.10		\$	3,074.47	
Total Sales	\$	28,754.32		\$	40,148.28	
Expenses						
Labor	\$	0.00		\$	0.00	
Labor %		0%			0%	
Cost of Goods	\$	0.00		\$	0.00	
Cost of Goods %		0%			0%	
Transaction Count		3,350			4,203	
Average per Transaction	\$	7.93		\$	8.82	
Sales per Square Foot	\$	22.13		\$	30.89	
Sales/Sq Foot - Annualized	\$	265.54		\$	370.74	
	_					

Step 3b - Sales Summary Report

The **Sales Summary Report** displays your current MTD and YTD sales by accounting class, product mix %, labor, cost of goods sold, transaction count, average per transaction and sales per square foot (annualized on the MTD) and compares your store's current data to your prior MTD & YTD data as well as to the average increase or decrease of all stores reporting this data in your region and nationally. MTD data appears at the top of the report and YTD data is shown at the bottom of the report.

You can access this data for a specific day's comparison for any day in the current month, past months or past years. Just use the navigation arrows on the Sales Calendar to move to the date you want to compare. Then select the Sales Summary Report button. For monthend data, select the last day of the month on the Sales calendar. For year-end data, select December 31.

The Sales Summary Report appears as follows:

Back H Back B	utton	Store Sales Summary for October 2006 Kilwin's Chocolates Test Store													
Month to Date Report	ush: 10/20/2006														
Category	Your Store Current MTD Sales	Your Store Last Year MTD Sales	Your Store % MTD Sales Var	Regional % MTD Sales Var	National % MTD Sales Var	Your Store Current MTD Product Mix	Your Slore Last Year MTD Product Mix	Regional Current MTD Product Mix	National Current MTD Product Mix						
Ruyalty Sales	THE PARTY OF THE PARTY OF	and the second	and the second second						and a start of the						
Ice Cream	18,959.38	566.00	3,250%	77%	3996	25.31%	95.77%	29.48%	33.18%						
Fudge	18,742.46	25.00	74,870%	63%	-26%	25.02%	4.23%	28.44%	26.24%						
Made in Store (cooked)	24,782.61	0.00	N/A	N/A	N/A	33.08%	0.00%	20.77%	17.36%						
Made in Store (non-cooked)	3,990.02	0.00	N/A	N/A	N/A	5.33%	0.00%	3.03%	2.81%						
Chocolates	6,422,82	0.00	N/A	18%	-1%	8.57%	0.00%	16.04%	18.03%						
Beverages	1.411.80	0.00	N/A	108%	15%	1.88%	0.00%	1.81%	2.00%						
Baskets	509.95	0.00	N/A	N/A	165%	0.68%	0.00%	0.36%	0.33%						
Gifts	100.00	0.00	N/A	N/A	N/A	0.13%	0.00%	0.07%	0.04%						
Discounts	119.47	0.00	N/A	38%	-37%										
Total Royalty Sales	74,799.57	591.00	12,556%	106%	26%										
Royalty Payment	3,739.98	29.55	12,556%	106%	26%										
Non Royalty Sales															
Shipping	124.40	0.00	N/A	900%	23196										
Gift Cards Sold	298.00	0.00	N/A	N/A	2,810%										
Sales Tax	6,248.69	0.00	N/A	133%	108%										
Total Sales	81,470.66	591.00	13,685%	109%	30%										
Expenses															
Labor	1,800.00	100.00	1,700%	1,700%	2,058%										
Labor %	2%	1796	-15	1	1										
Cost of Goods	2,099.00	100.00	1,999%	2,299%	2,420%										
Cost of Goods %	3%	17%	-14	2	1										
Transaction Count	0,621	0	N/A	N/A	N/A										
Average per Transaction	0.69	0.00	N/A	N/A	N/A										
Sales per Square Foot	62.44	0.49	12,577%	106%	27%										
Sales/Sq Foot - Annualized	749.24	5.91	12,577%	106%	27%				4						

To return to the main Day Sheet Page, use the **Back Button** located in the upper left corner of this report.

Step 3c - Drawer Detail Report

The **Drawer Detail Report** is a monthly report that displays, by drawer, all of the information entered on the day sheet for each day of the month. This is a useful report to track drawer/register overages and shortages (Column U) and for totaling any individual category appearing on the Day Sheet.

To access the report, select the Drawer Detail Report button and choose to either save the file to your computer or open the file. Opening the file displays the following information, in Excel spreadsheet format, that can be printed using your browser print icon. The Drawer Detail Report appears as follows:

_			~						-				-										-						-	-	
1	Kilwin	's Cł	nocola	ntes Te	st Store																										
2	Drawe	r Dei	tail fo	Octol	per 2006																										
3												-						_												_	
-												MSC	non-					Bev	erages Non-											Total	Royaty
4	Date	D	rawer	Descripti	on lo	e Cre	nen f	udge	e	MIS (cooked)	cook	ed)	Choo	olates	Deve	erages	Text		Das	kets	Gifts		Disc	ount 1	Disc	count 2	Disc	ount 3	Sales	5
6	10.01/2008	5	1		\$		34.24 5		613.60	\$	432.55	\$	10.00	\$	0.00	\$	0.00	\$	22.50	5	0.00	\$	0.00	3	-40	75 \$	0.0	0 \$	0.00	\$	1,111.14
6	10.01/2008	5	2		5		306.57 \$		65.64	\$	83.30	\$	9.95	\$	56.71	\$	12.10	\$	22.50	5	0.00	\$	0.00	5	0.1	00 \$	0.0	0 \$	0.00	\$	556.77
7	10/01/2006	3	3		8		251.15		0.00	\$	37.65	\$	0.00	\$	19.95	\$	5.90	8	10.50	3	0.00	\$	0.00	3	-0.3	73 \$	-1.0	0 8	0.00	8	323.42
8	10/01/2008	5	4		3		28.18		6.73	5	163.36	8	67.65	3	34.54	8	2.95	3	6.00	3	0.00	5	0.00	3	0.1	00 3	0.0	0 8	0.00	3	309.41
0							0.00				200.04		0.30		20.05		0.00		- 14 M		0.00		0.00			00 e		0.0	0.00		707.00
-			Denosit																American								Gift Cards	_	Total Pavan	erta	
4	Shipping		Receive	d	Deposits Apple	ed d	Oitt Cards So	ld 🗄	Sales Tax		Total Recei	nts	Över/Short		Cash & Che	cks .	M/C & Visa	10	Express		Discover		Other 1		Other 2		Redeem	HC .	Received	1	Labor
5	\$	0.00	\$	0.00	\$ 0.1	00 \$	45	00	\$	94.24	\$ 1,2	50.38	\$	0.00	\$ 83	4.77	\$ 2	97.47	\$	67.84	\$	50.30	\$	0.00	\$	0.00	5	0.00	\$ 1,2	50.38	5 4
6	5	0.00	\$	0.00	\$ 0.1	00 \$	5 0	00	\$	45.88	\$ 6	03.65	\$	0.00	\$ 43	6.82	\$ 1	33.72	5	33.11	\$	0.00	\$	0.00	\$	0.00	\$	0.00	\$ 6	03.65	
7	\$	0.00	\$	0.00	\$ 0.1	00 \$	5 0	00	\$	26.93	\$ 3	50.35	\$	0.10	\$ 31	9.79	\$	30.68	\$	0.00	\$	0.00	\$	0.00	\$	0.00	\$	0.00	\$ 3	50.45	
8	5	0.00	5	0.00	\$ 0.0	00 3	8 0	00	5	25.55	\$ 3	34.96	1	4.97	\$ 26	8.68	5	63.31	3	0.00	5	0.00	\$	0.00	3	0.00	5	0.00	\$ 3	29.99	
9		5.00		0.00	s 0.	10 1	1 74	00		80 75	1 R	68.44	4	1.60	e 46	7 33	8 9	11 10		58 77		93.84		0.00		0.00		0.00	e 9	70.04	٤.
3																															
4	Labor %		Cost of	Goods	Cost of Goods	7 % (Transaction Count		Average p Transaction	er n	Sales per S Foot	quare	Comments																		
6		20%	\$	400.00	17	%	10.017	03	\$	10.79	\$	0.93																			
6								69	\$	8.07	8	0.46																			
7								46	5	7.03	5	0.27																			
8								42	5	7.37	5	0.26																			
9		OW.		0.00		e/ .		74		0.00		0.61																			

Step 3d - Sales by Period Report

The **Sales by Period Report** summarizes your store's data for any consecutive range of dates and displays this data by sales accounting class, labor, cost of goods, hours open, transaction count, average per transaction, sales per square foot, weather and comments. Totals and averages for the date range selected are displayed as well.

This is an especially useful report to run for a seven consecutive day period to use for weekly employee scheduling.

To access the report, select the Sales by Period Report button, enter the range of dates then select the **Export Sales Button**.



Then choose to either save the file to your computer or open the file. Opening the file displays the information, in Excel spreadsheet format, that can be printed using your browser print icon.

Steve's Test Store							
Royalty Sales for 11/	20/2005 - 11	/26/2005					
Category	Sun, Nov 20	Mon, Nov 21	Tues, Nov 22	Wed, Nov 23	Thur, Nov 24	Fri, Nov 25	Sat, Nov 26
Royalty Sales							
Ice Cream	\$ 216.56	\$ 217.72	\$ 52.42	\$ 85.92	\$ 0.00	\$ 1,454.50	\$ 1,255.63
Fudge	\$ 413.21	\$ 552.87	\$ 562.68	\$ 622.82	\$ 0.00	\$ 2,270.42	\$ 2,006.82
Made in Store (cooked)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Made in Store (non-cooked)	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Chocolates	\$ 445.06	\$ 252.75	\$ 252.08	\$ 270.48	\$ 0.00	\$ 1,462.54	\$ 1,330.99
Beverages	\$ 3.00	\$ 14.70	\$ 14.50	\$ 6.00	\$ 0.00	\$ 143.80	\$ 50.55
Baskets	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Gifts	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Discounts	\$ -3.93	\$ -4.52	\$ -0.99	\$ 0.00	\$ 0.00	\$ -0.97	\$ -3.01
Total Royalty Sales	\$ 1,073.90	\$ 1,033.52	\$ 880.69	\$ 985.22	\$ 0.00	\$ 5,330.29	\$ 4,640.98
Non-Royalty Sales							
Shipping	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Gift Cards Sold	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Sales Tax	\$ 75.38	\$ 69.79	\$ 61.78	\$ 69.05	\$ 0.00	\$ 373.78	\$ 325.40
Total Sales	\$ 1,149.28	\$ 1,103.31	\$ 942.47	\$ 1,054.27	\$ 0.00	\$ 5,704.07	\$ 4,966.38
Expenses							
Labor	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Labor %	0%	0%	0%	0%	#DIV/0!	0%	0%
Cost of Goods	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00	\$ 0.00
Cost of Goods %	0%	0%	0%	0%	#DIV/0!	0%	0%
Hours Open	10 A.M 10 A.M	10 A.M 10 A.M.	10 A.M 10 A.M.	10 A.M 10 A.M.	10 A.M 10 A.M	. 10 A.M 10 A.M.	10 A.M 10 A.M
Transaction Count	0	0	0	0	0	0	0
Average per Transaction	#DI∨/0!	#DI∨/0!	#DIV/0!	#DI∨/0!	#DIV/0!	#DI∨/0!	#DIV/0!
Sales per Square Foot	\$ 0.60	\$ 0.57	\$ 0.49	\$ 0.55	\$ 0.00	\$ 2.96	\$ 2.58
Weather	Fair	Feir	Feir	Fair	Fair	Fair	Fair
Commente	r on	T GIL	r un	r on	r on	i un	r on
▶ ▶ \Royalty Totals /		1		1			

The Sales by Period Report appears as follows:

Kilwin's Franchise Site Online Day Sheets, Royalty Reports & Sales Reports

	-			
Category	Tota	als	Av	erages
Royalty Sales				
lce Cream	\$	3,282.75	\$	547.13
Fudge	\$	6,428.82	\$	1,071.47
Made in Store (cooked)	\$	0.00	\$	0.00
Made in Store (non-cooked)	\$	0.00	\$	0.00
Chocolates	\$	4,013.90	\$	668.98
Beverages	\$	232.55	\$	38.76
Baskets	\$	0.00	\$	0.00
Gifts	\$	0.00	\$	0.00
Discounts	\$	-13.42	\$	-2.24
Total Royalty Sales	\$	13,944.60	\$	2,324.10
Non-Royalty Sales				
Shipping	\$	0.00	\$	0.00
Gift Cards Sold	\$	0.00	\$	0.00
Sales Tax	\$	975.18	\$	162.53
Total Sales	\$	14,919.78	\$	2,486.63
Expenses				
Labor	\$	0.00	\$	0.00
Labor %		0%		0%
Cost of Goods	\$	0.00	\$	0.00
Cost of Goods %		0%		0%
Hours Open				
Transaction Count	-	0		0
Average per Transaction		#DIV/0!	1	#DIV/0!
Sales per Square Foot	\$	7.75	\$	1.29