

Top Level Reporting

Sales & Direct Cost of Sales of Each Show

Direct Overheads specific to each brand including Payroll costs

Brand 1		
Show 1 USA	Show 2 Europe	Show 3 Asia
Profitability By Show	Profitability By Show	Profitability By Show
Less Direct Sales Team Costs Covering the Brand & all shows in the Brand		
Equals Profitability By Brand		

Brand 2		
Show 1 USA	Show 2 Europe	Show 3 Asia
Profitability By Show	Profitability By Show	Profitability By Show
Less Direct Sales Team Costs Covering the Brand & all shows in the Brand		
Equals Profitability By Brand		

Overheads of the business organised by function / team which reduce the Brands profit	Operations Team
	Premises Costs
	Administration Costs
	Marketing Team
	Finance & Accounting Team
	Directors
	Exceptional Costs
	Other Income & Expense
	Interest
	Company Taxation

The balance sheet does not require segregation, but can be accepted if it allows the above to be generated