

PROFIT AND LOSS REPORT EXTENSION



User Guide

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Table of Contents

- 1 Extension Description 4
- 2 Extension Installation 6
- 3 Extension Usage 7
- 4 Support 15

Extension Description

What is the Profit & Loss Report?

The Profit & Loss Report Extension is designed to be used to track, monitor and visualize your business's profits and losses beyond the data collected within your default Magento install. It utilizes the 'Cost' field in Magento's Product Pricing menu to calculate product costs per order so you can monitor profitability of each order.

Simple and Easy. Enter your desired date range along with any other expenses you might have incurred in the period. With the click of a few buttons you can instantly visualize your business performance.

Cost Breakdown Tool. Automatically breaks down all your expense elements so you can see what's costing you most. See your expenses in one easy to read pie chart.

Tax Time Breeze. Presents tax charged on an order level. It may simplify tax reporting needs by displaying per order and total tax charges.

Features:

- Sales & profit margin information
- See what's making you the most profit and costing you the most expenditure
- Select any date range you desire
- Quick tax information reporting
- Integrates line and pie charts for visual aid
- Easy to understand summary of financials
- Add your additional expenses and revenues to the report
- Access from Magento admin area allowing you to assign report access levels to different users
- Easy to Install
- 1 Year of Free upgrades

What can it do?

The Profit & Loss Report Module allows its end users to compile, manage, view and edit profit and loss reports through an intuitive interface designed to be easy to use and understand. It is common knowledge that every business, be it online, a physical store or a combination of both has far more expenses than simply shipping costs, taxes and cost of goods. These can include wages, electricity, rent, marketing costs and other little expenses that may occur. Furthermore, the stores within your Magento shopping cart may not be the only streams of revenue that your business has. For instance, how would you handle cash sales? Or, what if you had other Magento installs that aren't interrelated?

The Profit & Loss Report extension surpasses the functions of the existing sales and reporting data stored by default in your Magento database and allows for its end users to add additional expense and revenue items that are not built into the Magento system. This makes it possible to be able to visualize a business's profits and losses in its entirety. This is key information when it comes to expanding and tweaking your business so it reaches its potential. It also has some handy features such as the ability to see your total cost of goods for a particular date range and date period.

Magento version older than 1.4?

With the Profit & Loss Report, you have the option of choosing where your cost data is retrieved from. If you are running Magento versions prior to 1.4, you can elect to pull your cost data directly from your products cost attributes. Magento 1.4 users can elect to pull cost data from the order table or the product cost attribute! Or for recent Magento 1.4 upgrades, users can select a hybrid of the two options so that cost data is pulled from product attribute costs when there is no cost data present in the orders tables. Some of our clients have even found it useful to compare profits over set periods with adjusted product cost values so as to see the impact of changing cost of goods on their bottom line.

How it improves on Magento's existing Sales Report...

- Makes it possible to incorporate any additional expense and revenue items you desire allowing you to have a complete visualization of your business's profits and losses.
- Visually displays Profit & Loss information in easy to understand charts and graphs.
- Clearly shows your Cost of Goods Sold.
- Capable of generating a profit report for all Magento versions, even those before version 1.4.
- Capable of visualizing profits for past orders prior to Magento 1.4 populating sales order tables with cost data.
- Works around the duplicate cost summing bug where Magento calculates the cost of a configurable product along with its associated simple products.
- Saves your created Profit & Loss Reports for viewing and editing at any time.

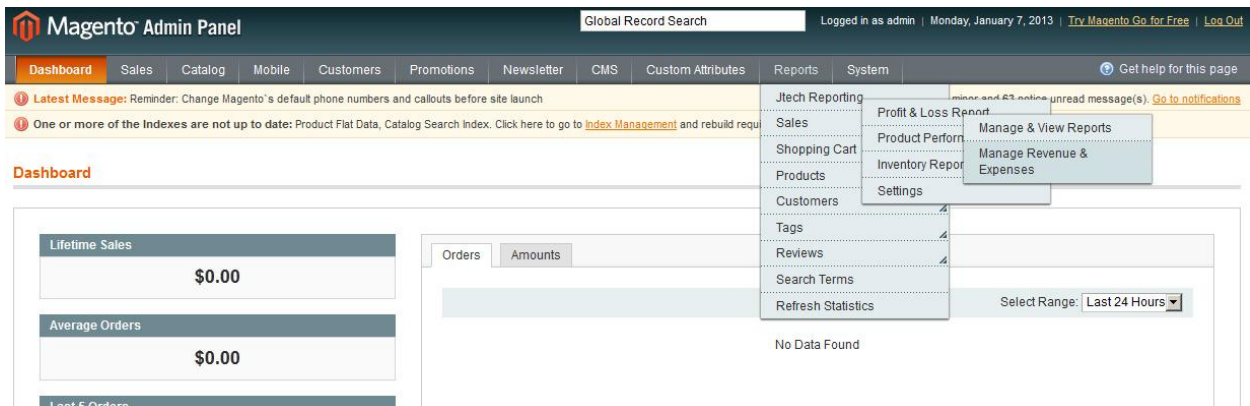
Extension Installation

1. Log out from Magento Admin panel if you are logged in
2. Unpack the contents of the 'extension' zip from the package file purchased from JTechExtensions to your Magento root folder
3. Log into Magento Admin Panel
4. If Cache Control is enabled in Magento go to 'System > Cache Management' section, select 'Refresh' under 'All Cache' drop-down menu and press 'Save Cache Settings'
5. Now go to 'System > Configuration > JTechExtensions tab > Extensions & Support' section. If you see 'File Downloads & Product Attachments' in the list of installed JTechExtensions extensions you are done.

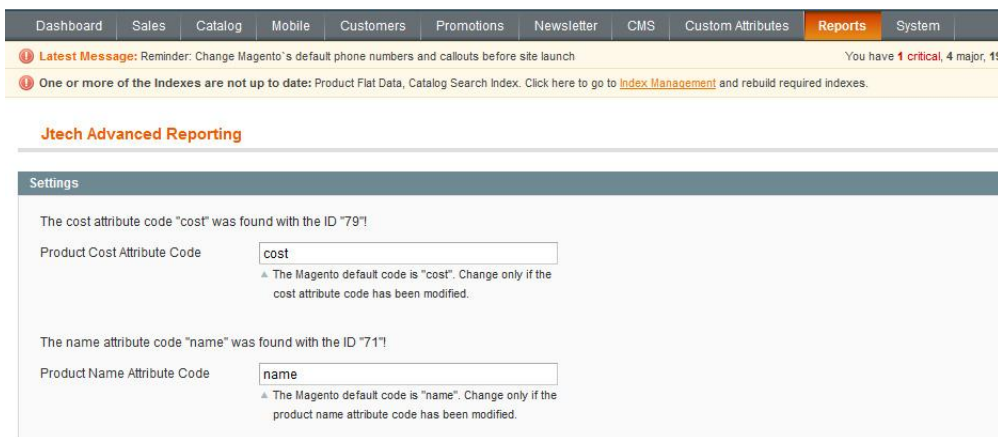
Extension Usage

Settings Tab

The settings tab within the “Reports-> JTech Reporting -> Settings” area contains some important settings that in most cases require no changing from default. However, if you have made any changes or modifications to the product cost or name attributes then you may need to make the necessary adjustments here.

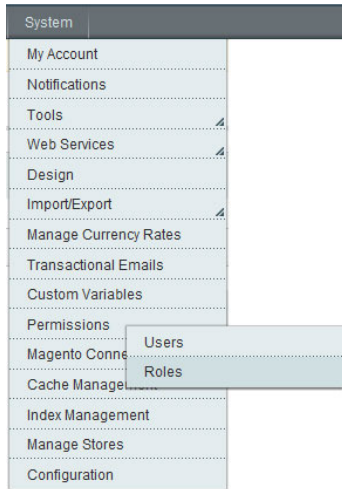


The module is designed to notify you if it has “found” or “not found” the cost and name attributes. By default, Magento sets “cost” and “name” as the attribute codes for the product cost and name attributes respectively.

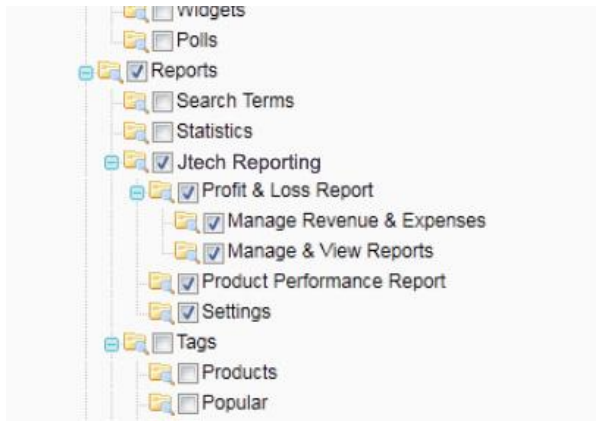


Setting Access Control Levels

Managing different user's access levels to the JTech Profit and Loss Report extension is extremely easy. It's as simple as creating a new, or modifying existing user roles from within the "System -> Permissions -> Roles".



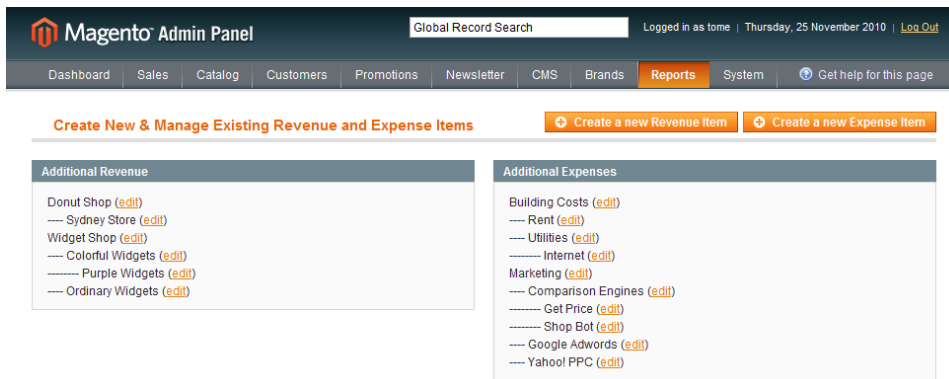
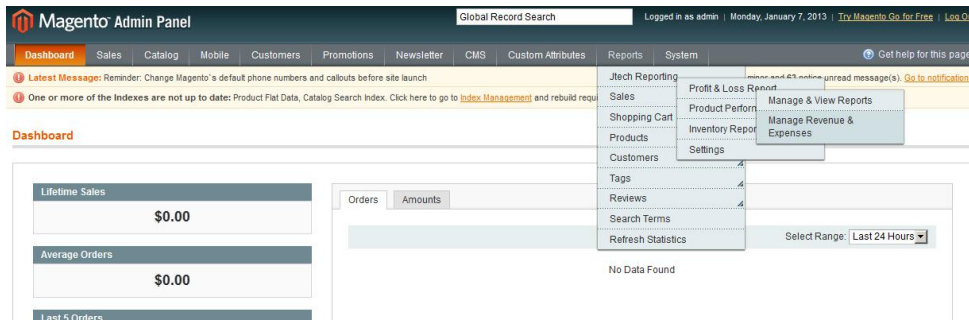
Simply check or uncheck the relevant boxes that appear next to "JTech Reporting" under the "Reports" heading in the "Role Resources" menu.



Click on "Save Role" when you're done and then associate the role to the desired users.

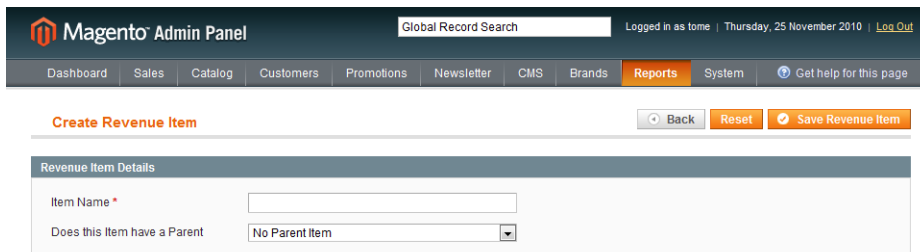
Creating and Managing Additional Expense & Revenue Items

To add, edit or delete additional revenue and expense items navigate to the “Manage Revenue and Expenses” by clicking on “Reports -> JTech Reporting -> Profit & Loss Report -> Manage Revenue and Expenses”.



Adding Additional Revenue or Expense Items

From the “Manage Revenue and Expenses” menu click on either “Create a new Revenue Item” or “Create a new Expense Item” from the top right corner of the screen. Give your revenue or expense item a name by typing one into the “Item Name” text box. If the item is a sub-category of another item, select that item from the “Does this item have a Parent” drop down box. Click on Save Revenue or Expense Item to complete the process.

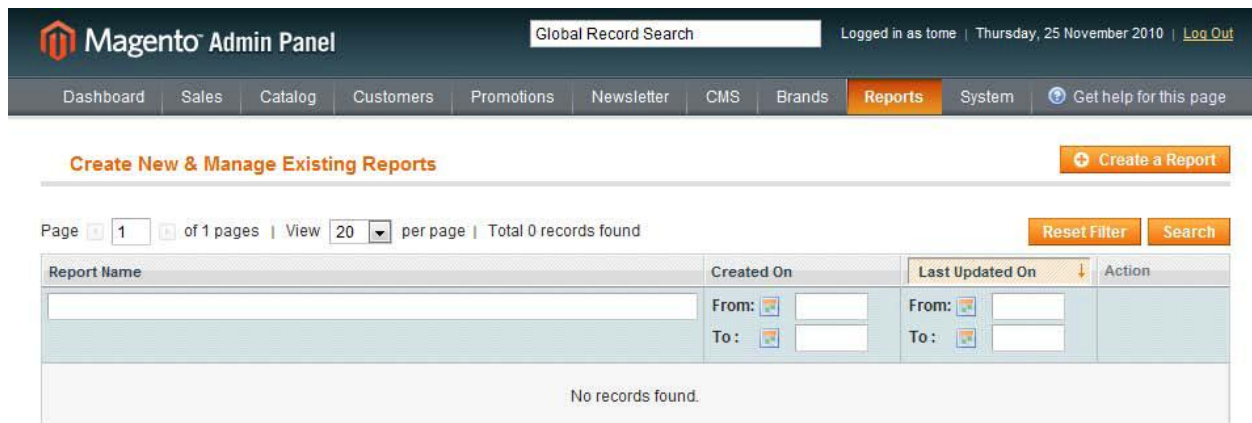


Editing Additional Revenue or Expense Items

You can edit your revenue and expense items by clicking on the corresponding “edit” option and making the changes you require.

Creating a Profit & Loss Report

The intuitive and easy to use interface of the JTech Profit & Loss Report makes the process of creating comprehensive reports extremely simple. End users can create profit & loss reports quickly and easily via the “Manage and View Reports” menu. Once created, unless deleted, these reports will be available to view at any time from this menu. Simply click on the “Create a Report” button from the “Reports - > JTech Reporting - > Profit & Loss Report - > Manage and View Reports” option.



Setting the Profit & Loss Report options

The intuitive and easy to use The “Report Filter” area within the “Create Report” menu includes some of the familiar Magento Sales Report options with some key additions and a few tweaks.

The screenshot shows the 'Create Report' interface in the Magento Admin Panel. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Brands', 'Reports' (highlighted), and 'System'. A 'Global Record Search' box and user information are also visible.

The main content area is titled 'Create Report' and contains a 'Report Filter' form. The form includes the following fields and options:

- Report Name ***: Text input field containing 'All Stores - 2nd Quarter 2010'.
- Show Report For**: Dropdown menu set to 'All'.
- Match Period To**: Dropdown menu set to 'Order Created Date'. A note below states: '▲ Order Updated Date report is real-time, does not need statistics refreshing.'
- Period**: Dropdown menu set to 'By Order'.
- From ***: Date input field containing '1/04/10'.
- To ***: Date input field containing '30/06/10'.
- Order Status**: Dropdown menu set to 'Any'. A note below states: '▲ Applies to Any of the Specified Order Statuses'.
- Use Magento shipping charged value**: Dropdown menu set to 'Yes'. A note below states: '▲ Select "No" if you plan on using an additional expense for shipping'.
- Use product cost from**: Dropdown menu set to 'Order Table'. A note below states: '▲ The hybrid uses the product cost attribute when no value exists for cost in the order tables'.

On the left side, there is a 'Report Properties' sidebar with a 'Report Filter' section and a link to 'Additional Revenue & Expenses'.

Report Name: Give your report a name. You will use this name to identify this report in the Profit and Loss Reports list.

Show Report For: Select the website, store group or individual store from the drop down menu. Alternatively, you may select “All” to show the report for all websites and stores in your Magento install.

Match Period To: As with the typical Magento Sales Report option “Order Created Date” will match your date range selection to the date that an order was created. “Order Updated Date” will match your date range selection to the date that an order was last updated.

Period: This option also exists in the Magento Sales Report options however it has been extended here to include; By Order, Day, Week, Fortnight, Month, Quarter, Bi Yearly and Yearly. Select a period that best suits the needs of the respective report. The data presented in the report will be grouped according to the period you select here.

From: The date you wish the report data to start from.

To: The date you wish the report data to end at.

Order Status: Exactly the same as the option in the Magento Sales Report. Select your desired order statuses, alternatively leave as “Any” to include all order data in your report.

Use Magento Shipping charged Value: This is a new option and considers the common scenario where a store owner configures his/her store to charge a shipping rate that does not represent the actual shipping expenses his/her business incurs. By default Magento's Sales Report considers the "Shipping Charged" value as an expense to your business and uses this assumption to generate a profit figure. This option allows you to choose whether or not the Profit and Loss Report should use the default "Shipping Charged" value as your shipping cost or whether to let you use your own shipping cost for the period by your own defined amount in the additional expense section.

E.g. a typical shopping cart website may charge its customers a flat rate shipping fee in order to reduce complexity or have a unique selling point enticing customers to purchase from their store.

However this flat rate does not accurately represent the "actual" shipping cost that their business incurs. The "actual" shipping cost may be more or less than the amount charged by their store. Such a user would select "No" here and create an Additional Expense item called Shipping Cost (or something of the like) and assign their true shipping cost value for the selected period in the "Additional Revenue & Expenses" section.

Use product cost From: This is a very powerful feature that can be used in many ways. There are three options to choose from; Order Table, Product Cost Attribute and Hybrid of Both. Each option has its own benefits and pitfalls. Choosing the correct option here will depend on the individual needs, configuration and versions of one's Magento installation. Let us consider each option separately:

Order Table:

The "Order Table" option takes the product cost data (or Cost of Goods Sold, GOGs) of an order from the "sales_order" tables in your Magento installation. This provides the most accurate profit report as it captures the cost of a product at the time it was purchased. However, Magento only began collecting the cost of products data in the "sales_order" tables as of Magento version 1.4 on. Thus any orders that existed prior to your 1.4 upgrade will have no cost data associated to them. There is also no way to individually see your COGs figure as Magento's standard Sales Report only reports a figure for "profit". Worst still, if you are using an older version of Magento, until now, there was no way to see your store's performance in terms of profit.

Product Cost Attribute:

The "Product Cost Attribute" option takes the product cost data from the actual value stored in each individual product's "cost" attribute found in the "Prices" menu when creating or editing products. This option is very useful for users of Magento versions prior to 1.4 where order cost data was not stored on an order level. It allows a profit report to be generated based on the cost value set in a product's attributes. This is a feature that has been found to be very useful and much required by many Magento users. The pitfall here is that in some circumstances, product cost data may change over time thus altering the results of the profit report. None the less it provides an excellent alternative to users who's product costs rarely change if ever.

Another unexpected, yet great, use for this option is the ability to be able to see the effect of product cost change to a business's bottom line.

E.g. Some Magento version 1.4 users will create a report using the "Order Table" cost option and will then subsequently change the cost of a product in their system and re-run the report with the "Product Cost Attribute" option set to see the effects of the product cost difference to their profits. This is a non-intentional yet a handy feature never the less.

Hybrid of Both:

This option is most useful to those who have recently upgraded to Magento 1.4 and have many past orders with no cost data associated to them. From the upgrade, Magento will store cost data in the "sales_order" tables, but what about the orders prior to the upgrade? This is where this option helps. When the Hybrid of Both option is selected, cost data is pulled from the product cost attribute where it does not exist in the "sales_order" tables. This makes it possible to at least make use of your valuable past data in visualizing your business's profit performance.

Utilizing additional Revenue and Expense items

The intuitive and easy to The "Report Filter" area within the "Create Report" menu includes some of the familiar Magento Sales Report options with some key additions and a few tweaks.

The screenshot shows the Magento Admin Panel interface for creating a report. The top navigation bar includes 'Dashboard', 'Sales', 'Catalog', 'Customers', 'Promotions', 'Newsletter', 'CMS', 'Brands', 'Reports' (selected), 'System', and 'Get help for this page'. The main content area is titled 'Create Report' and features a 'Report Filter' sidebar on the left. The main area is divided into two columns: 'Additional Revenue' and 'Additional Expenses'. The 'Additional Revenue' column contains a table with the following items and values:

Item	Value
Donut Shop	30000
--- Sydney Store	
Widget Shop	15000
--- Colorful Widgets	
--- Purple Widgets	
--- Ordinary Widgets	

The 'Additional Expenses' column contains a table with the following items and values:

Item	Value
Building Costs	3432
--- Rent	
--- Utilities	
--- Internet	177
Marketing	1500
--- Comparison Engines	
--- Get Price	600
--- Shop Bot	18000
--- Google Adwords	6000
--- Yahoo! PPC	

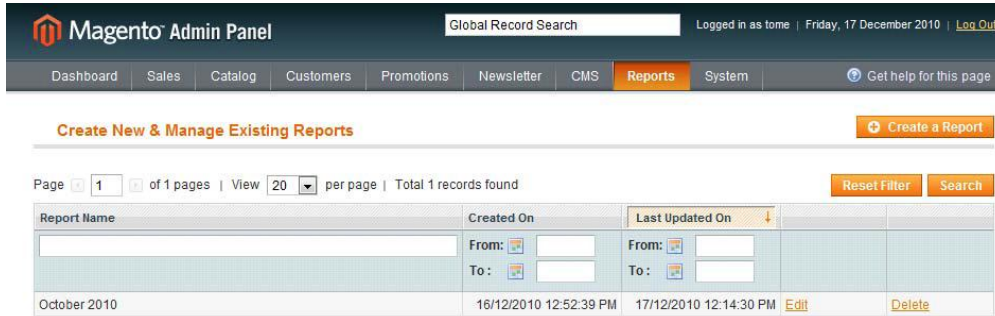
Buttons for 'Back', 'Reset', and 'Save Report' are located at the top right of the form area.

The "Additional Revenue & Expenses" section will allow you to populate additional revenue and expense items created in the "Manage Revenue and Expenses" menu of the Profit and Loss Report Extension. This section allows you to manually enter values for any additional streams of revenue or any addition expenses your business may have incurred in the selected period that are not factored into the default Sales Report by Magento. This allows a user to get a true visualization of a business's overall profit performance.

If a particular revenue or expense item here is not relevant to the report you are producing, you may leave its value empty and it will be automatically excluded from the report when it comes time to view it. Alternatively, if you still want to see a revenue or expense item that has a zero dollar value in your report then just use zero as its value. Once you have finished filling in the options click on the "Save Report" button to save your report.

Viewing and Managing a Profit & Loss Report

All of your created profit and loss reports are viewable from the “Create New & Manage Existing Reports” page accessible via the “Reports -> JTech Reporting -> Profit & Loss Report -> Manage and View Reports” option.



To view a report find it in the list either by scrolling through it or using the search function. Then simply click on the desired report. To edit a report click on the “Edit” link next to the desired report, you will be fronted with the same options you were presented when you initially created the report. You may now make any changes you desire. To delete a report simply click on the “Delete” option from the reports list.

Support

JTechExtensions offers 1 hour of support and 1yr of FREE updates for any Extension's developed for Magento.

If you need support related to JTechExtensions extension usage, feel free to contact me at jtechextensions@gmail.com