

Campus Card Financial Statements 101

Pallavi Patel, AVP
Campus Services
Operations



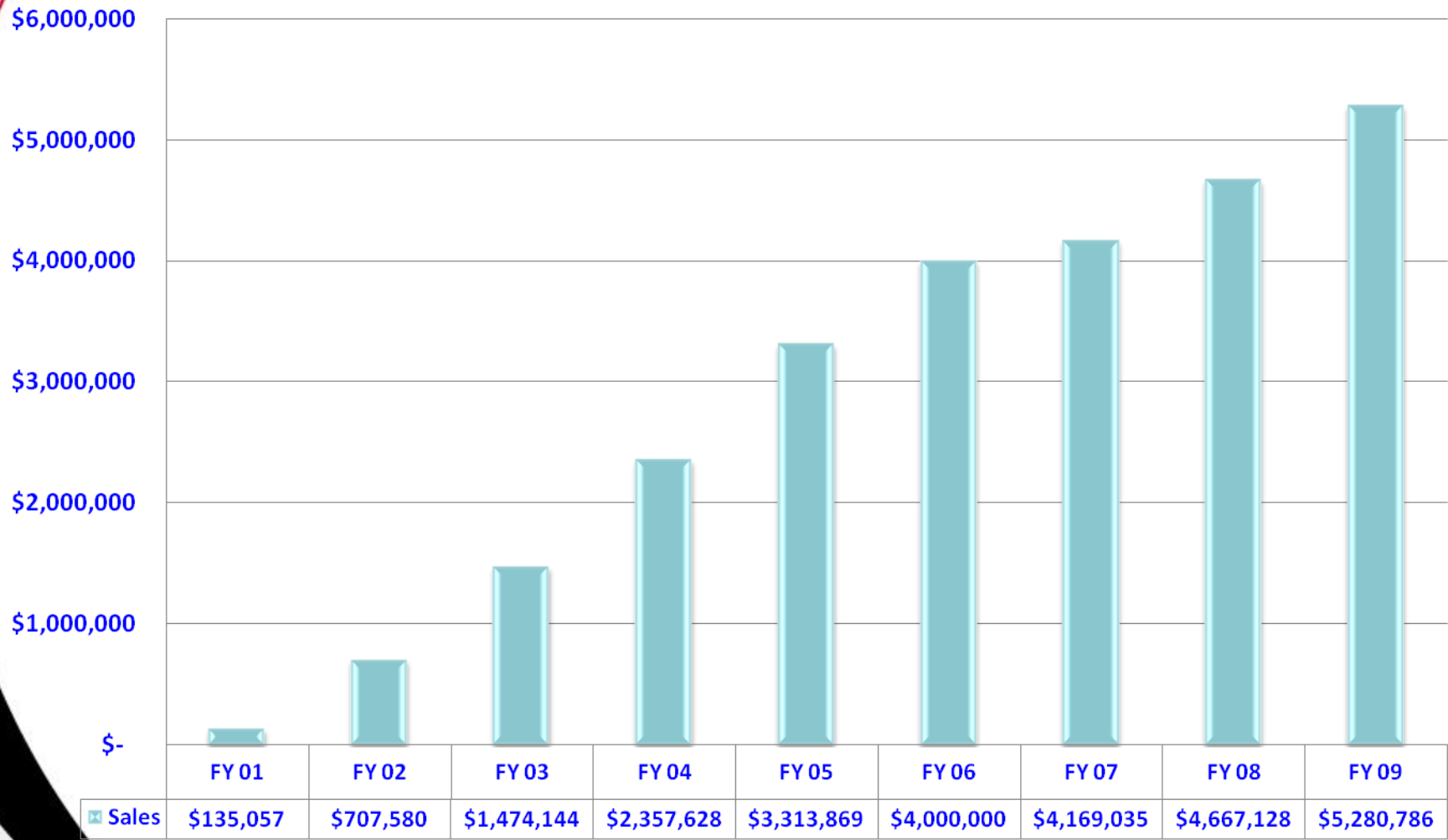
University of Cincinnati



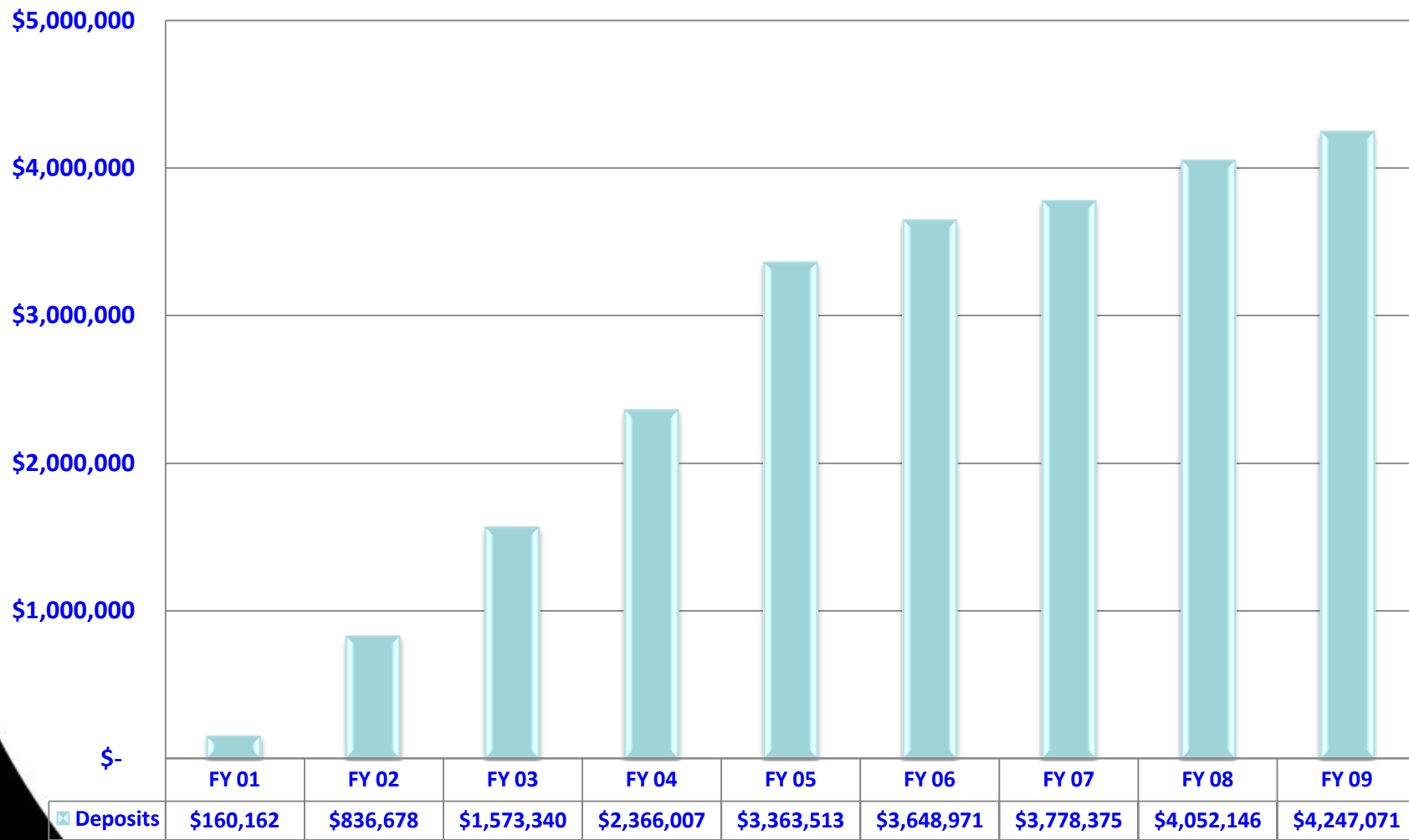
191 Years



Sales Growth Sept 01 - June 09



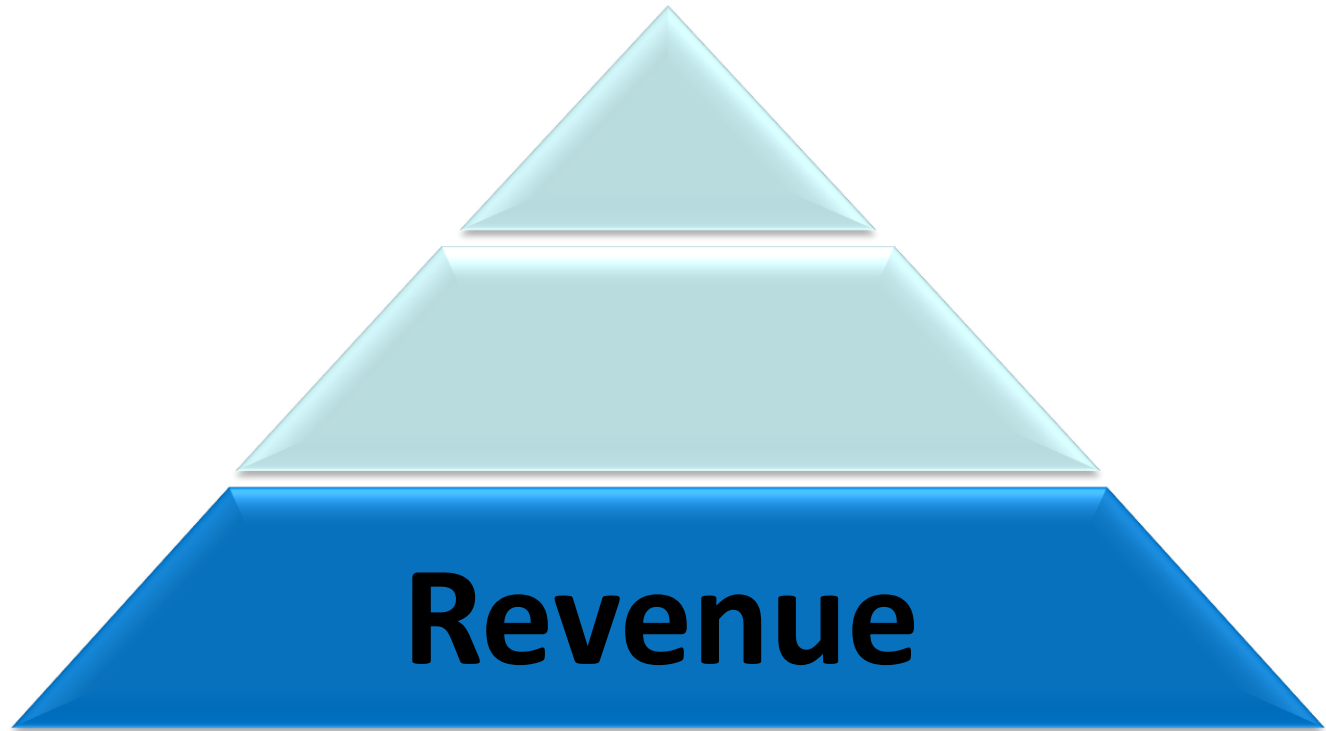
Deposit Growth Sept 01 - June 09

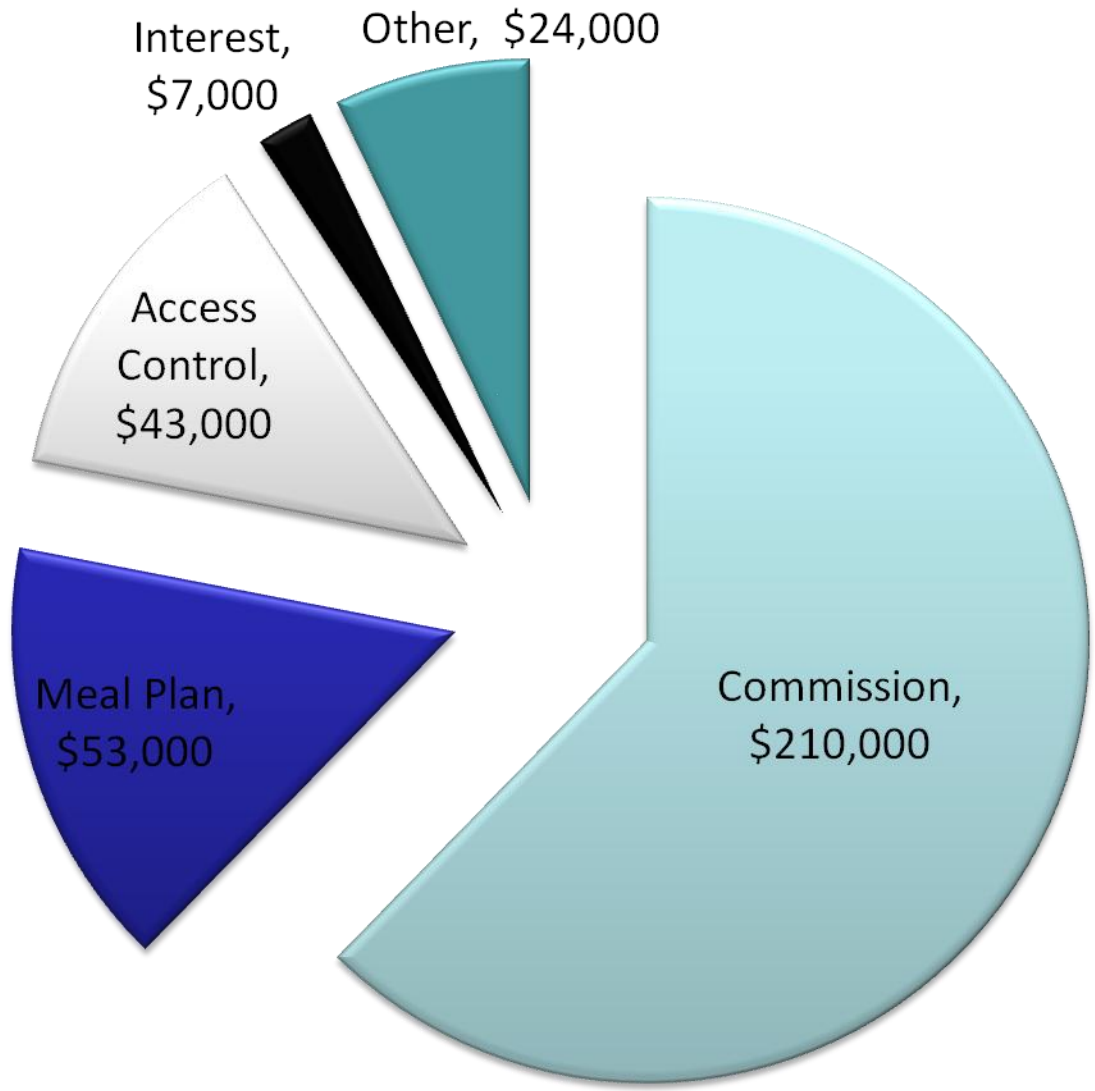


Developing Financial statements

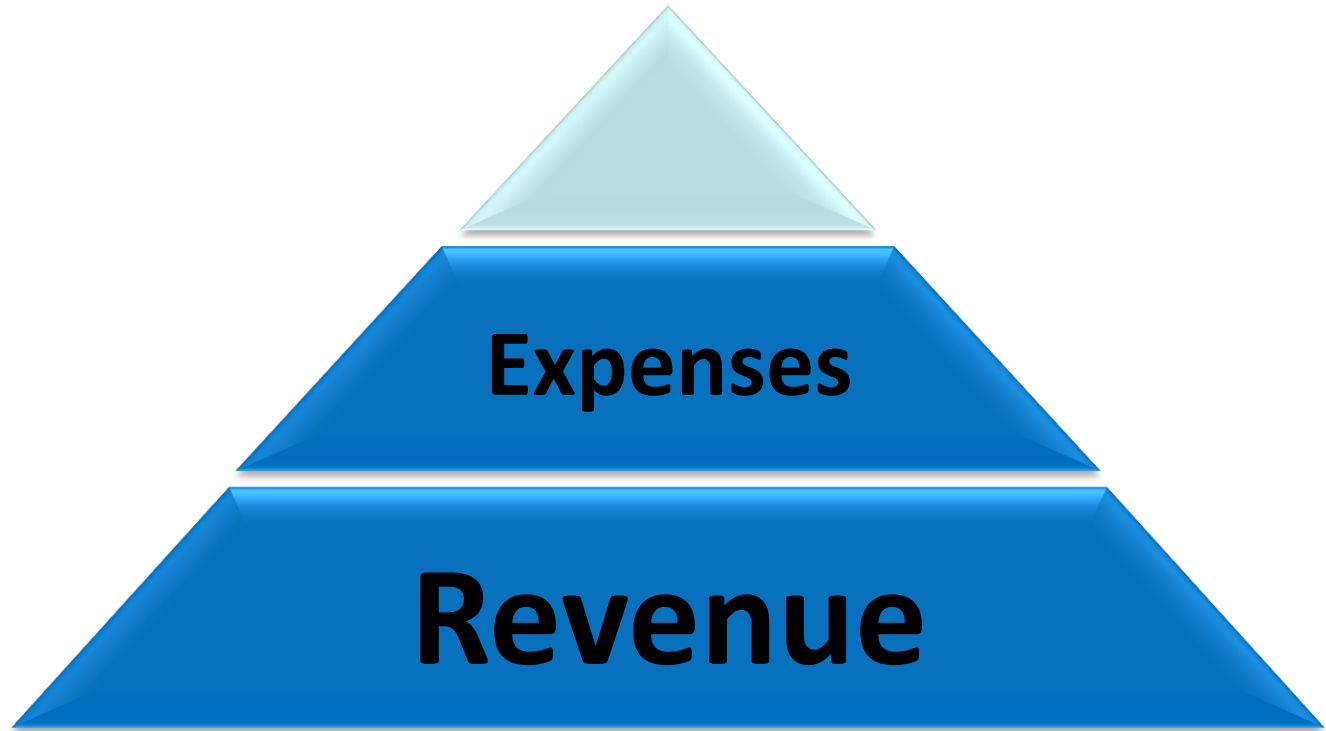


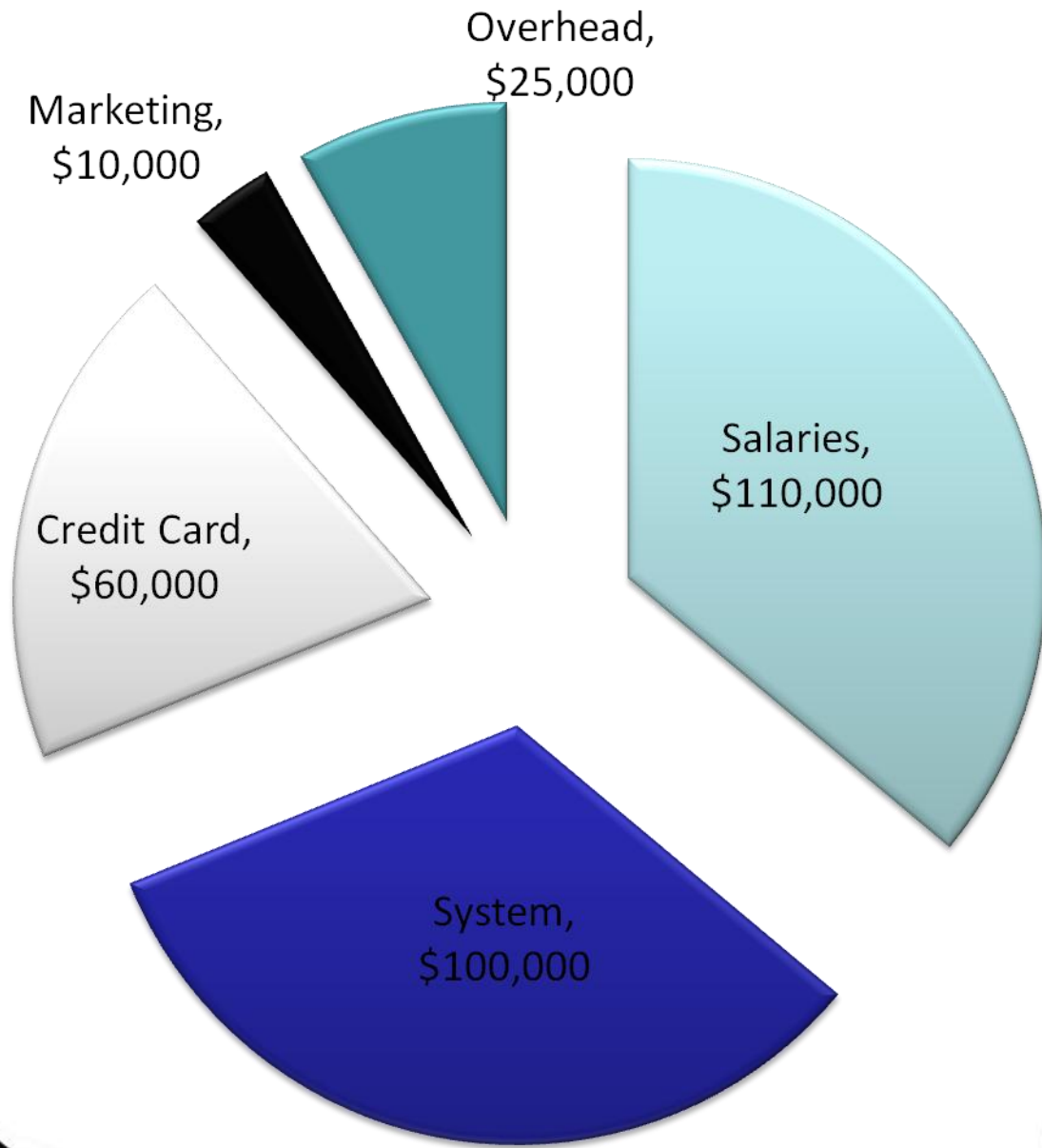
\$337,000





\$305,000





\$32,000



BALANCE SHEET

ASSETS

Cash

LIABILITIES

Deposits

Question#1

What was the total sales volume for the Bearcat card program in 2009?

- A. 5.2M
- B. 4M
- C. 12M

Question#2

What was the average deposit balance for Bearcat card program in 2009?

- A. 330K
- B. 450K
- C. 860K

Question#3

How much net profit did Bearcat card program generated in 2009?

- A. 101K
- B. 32K
- C. 16K

Bearcat Card Financial Statement

	<u>FY10</u>	<u>FY11</u>	<u>FY12</u>
	<u>Actual</u>	<u>Projected</u>	<u>Budget</u>
BCC sales	\$ 5,662,275	\$ 5,603,261	\$ 5,827,391
BCC commission	\$ 226,491	\$ 224,130	\$ 233,096
Mealplan	\$ 52,620	\$ 52,619	\$ 52,619
Access control	\$ 43,500	\$ 43,500	\$ 43,500
PNC bank commi	\$ -	\$ 75,000	\$ 125,000
copier revenue	\$ 10,010	\$ 10,010	\$ 10,010
Other	\$ 42,244	\$ 10,082	\$ 10,485
<u>Total revenue</u>	<u>\$ 374,865</u>	<u>\$ 415,341</u>	<u>\$ 474,710</u>
BCC salaries	\$ 83,602	\$ 83,460	\$ 83,460
BCC benefits	\$ 30,336	\$ 30,300	\$ 31,209
System exp	\$ 108,114	\$ 111,876	\$ 115,232
Credit card fees	\$ 67,102	\$ 62,512	\$ 64,387
Other exp	\$ 20,234	\$ 7,043	\$ 7,254
<u>Total exp</u>	<u>\$ 309,388</u>	<u>\$ 295,190</u>	<u>\$ 301,542</u>
<u>NET P&L BCC</u>	<u>\$ 65,477</u>	<u>\$ 120,151</u>	<u>\$ 173,168</u>
Sign on bonus from bank		\$225,000	

FINANCIAL RATIOS

Profit Margin = Net profit/revenue x 100

Profit Margin = $32/330 \times 100 = 9.6\%$

FINANCIAL RATIOS

Deposit Turnover = Sales/Average Deposit

Deposit Turnover = 5,200,000/450,000 = 11.55

FINANCIAL RATIOS

Current Ratio = Assets/Liability

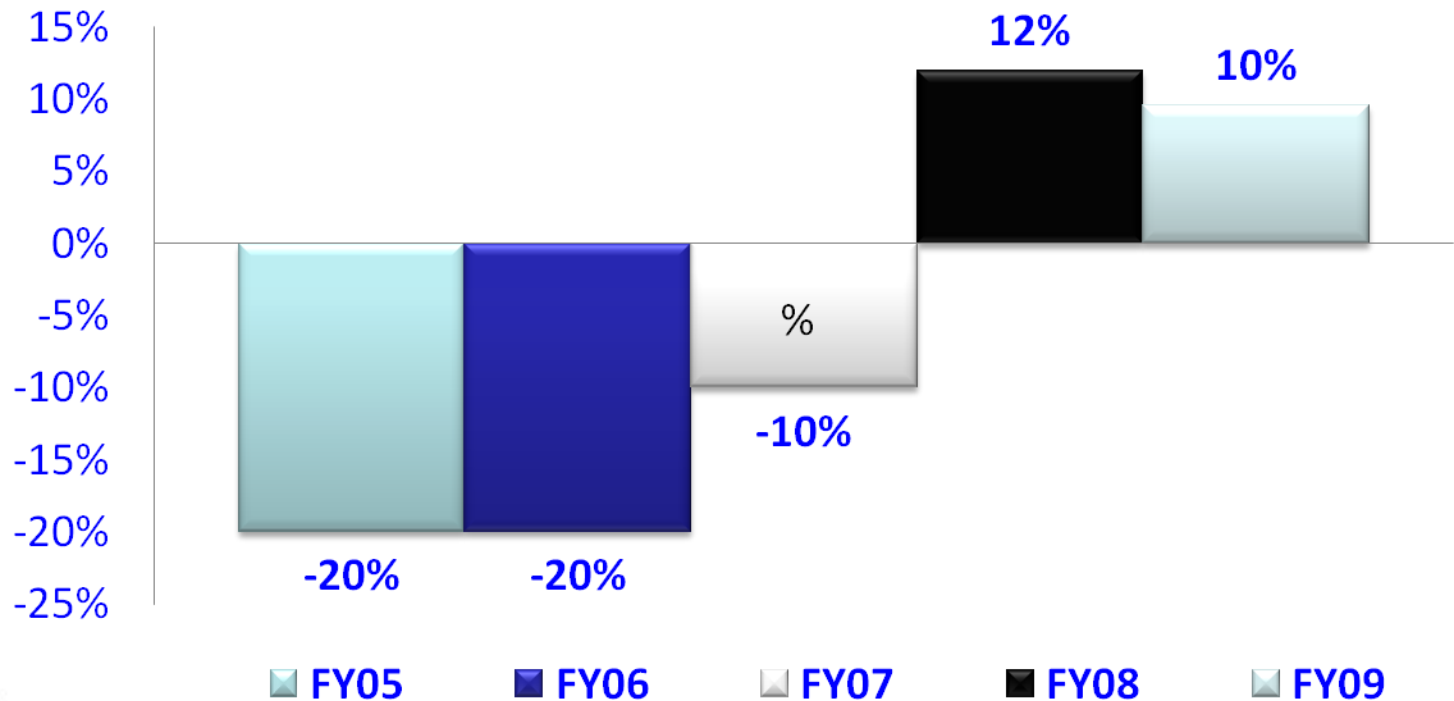
Current Ratio = 450,000/450,000 = 1

BENCHMARKS

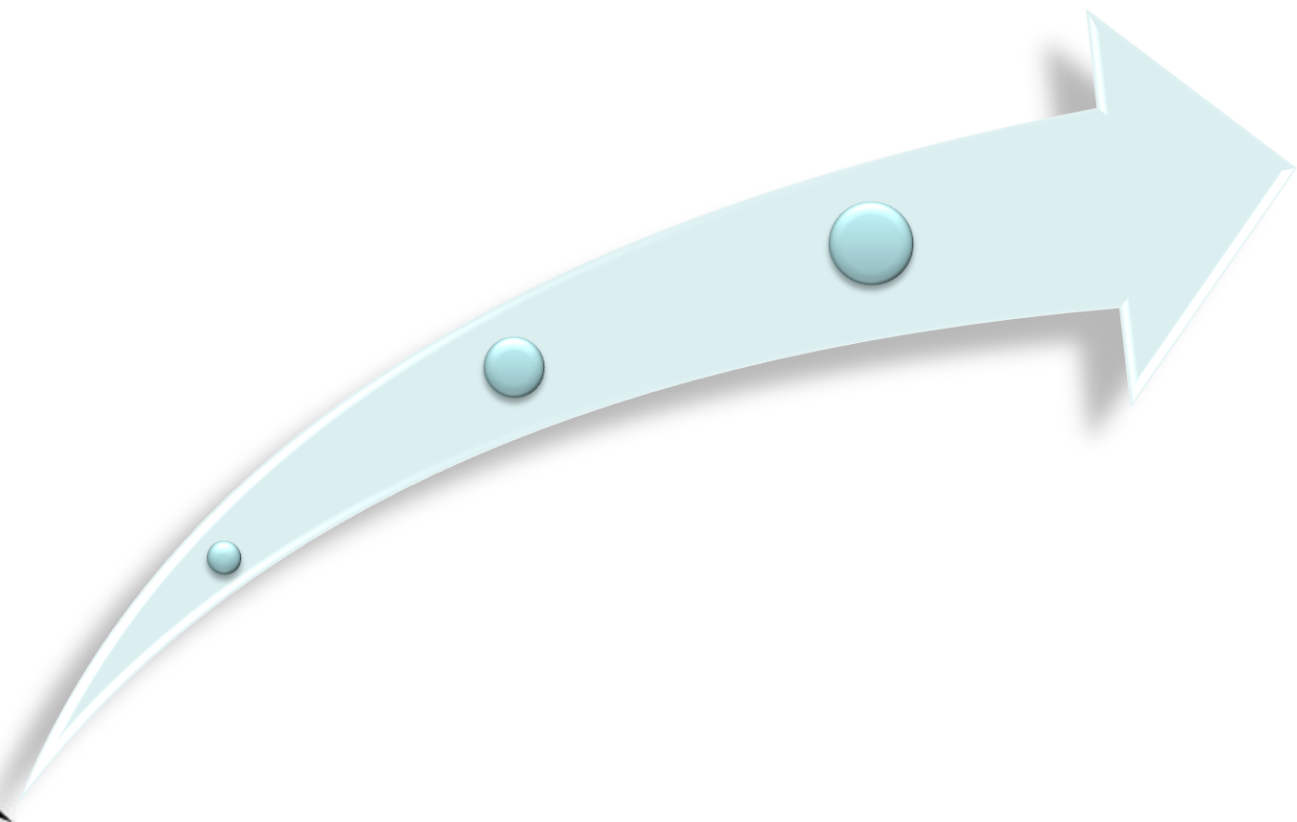
To your own financial data from prior year
To the national or industry financial data
To the other non financial data

BENCHMARK TO PRIOR YEAR

Profit Margin Ratio



BENCHMARK TO INDUSTRY



BENCHMARK TO INDUSTRY

- Sales per cardholder
- Average deposit per student
- # of cards produced
- Commission % on sales
- \$ amount refunded
- # of participating vendors
- Amount charged per swipe

*Do first things first,
and second things not at all.*

—Peter Drucker

Contact Information

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