

# Business Reports

---

FTD Mercury allows you to generate several different reports to assist you in the daily operations of your shop. In addition to financial reporting functionality, the reports in this section are designed as business management tools. Each report is generated using a Microsoft Excel template.

This section is designed to educate you on all of the reports that are available to generate from the program and how to customize each report for the unique needs of your store. This section helps you understand the purpose of each report, how to access and print each report, and contains an example of each report.

## Using Business Report Templates

---

**IMPORTANT** This section discusses templates for business reports. For information on Marketing templates (standard templates and templates used with the Mercury Marketing module), see [Mercury Marketing](#) on page 15–1.

---

FTD Mercury includes several Microsoft Excel and Microsoft Word templates that help you generate reports, letters, and mailing labels. Templates eliminate the need for setting up the format of these documents; they contain all the formatting and text that you need to generate these documents. All you need to do is click on the template, specify what type of information you want to include, and your letters, reports, and labels are generated for you automatically. The system retrieves information from your store's database to generate each type of report. Once the report is displayed on your screen, you can save or print it.

---

**IMPORTANT** In order to use Business Reports, you must have full access to Reports in Mercury Administration. You can control employee access to Business Reports based on employee types. For more information, see [Window Access Screen](#) on page 24–57.

---

You may use the following methods to access your FTD Mercury templates.

### From Within FTD Mercury

**TASK** To access FTD Mercury templates from the FTD Mercury Main Menu:

- 1 Click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click the name of the report you want to generate.
- 4 If you receive a security warning about the template containing macros, click **Enable Macros**. This is normal and the macros are required to generate the report or letter.

## From Within Microsoft Word or Microsoft Excel

**TASK** To access FTD Mercury templates from within Microsoft Word or Microsoft Excel:

- 1 Either open Microsoft Word (for letters) or Microsoft Excel (for reports).
- 2 On the **File** menu, click **New**.
- 3 In the New Document pane (Word) or the New Workbook pane (Excel) on the right side of the screen, click **On my computer**.
- 4 In the **Templates** window, click the **Mercury Forms** tab.
- 5 Double-click the template you want to open.
- 6 If you receive a security warning about the template containing macros, click **Enable Macros**. This is normal and the macros are required to generate the report or letter.
- 7 Depending on the report or letter, you may have to configure one or more windows to set necessary options for the report or letter (such as a date range).
- 8 Click **Finish** to generate the report or letter.

## List of Business Reports

FTD Mercury provides the following business reports:

- » [Abbreviated Customer Master List with Balance Report](#)
- » [Abbreviated Customer Master List with Days Late Report](#)
- » [Aged Analysis Reports](#)
- » [Business Snapshot Report](#)
- » [Credit Card Settlement History Report](#)
- » [Customer Account Payment Report](#)
- » [Customer Master List](#)
- » [Employee Analysis Report](#)
- » [Employee Sales Report](#)
- » [Message Report](#)
- » [Payment Type Totals Report](#)
- » [Product Comparison Report](#)
- » [Product Sales Reports](#)—There are several variations on this report:
  - » [List of Product Codes Summary Report](#)
  - » [List of Product Codes Detail Report](#)
  - » [Sales by Product Code Summary Report](#)
  - » [Sales by Product Code Detail Report](#)
  - » [Product Sales Report by Date by Occasion by Product Summary Report](#)
  - » [Product Sales Report by Date by Occasion by Product Detail Report](#)
- » [Reciprocity Report](#)
- » [Report of Orders Filled](#)
- » [Sales by Referral Code Report](#)
- » [Sales Summary Report](#)
- » [Sales Tax Report](#)

- » [Standing Order Log Detail Report](#)
- » [Standing Order Log Summary Report](#)
- » [Tax Exempt Customer Report](#)
- » [Ticket Report](#)
- » [Wire Reconciliation Report](#)
- » [Wire Service Incoming/Outgoing Report](#)

## Abbreviated Customer Master List with Balance Report

The **Abbreviated Customer Master List with Balance** report provides you with a list of all your customers as well as their current balance totals. You can select particular payment types to include in the report, or all payment types. This report is particularly useful for stores with many customers that wish to have abbreviated customer information on hand. For a longer customer report with more detailed information, see the [Customer Master List](#) on page 19–22.

**Figure 19-1: Abbreviated Customer Master List with Balance Report**

Abbreviated Customer Master List with Balance										
Leslie's Flowers and Gifts										
Sort by Customer Name										
Selected Cash, Credit, House, Check, Debit, Gift Certificate										
Marketing criteria: Account Type (Personal)										
Account No	Name	Address	City	State	Zipcode	Phone Number	Status	Balance		
BrownJo	John Brown	465 Fairfield Dr.	WHEATON	IL	60187	(630)780-0212	A	0.00		
CarreLi	Linda Carrey	230 Main Street	WHEATON	IL	60187	(630)780-9000	A	- 12.00		
JonesPa	Paul Jones	46 Park Blvd.	LISLE	IL	60532	(630)555-4241	A	0.00		
MaysCa	Carrie Mays	145 Peachtree Rd.	NAPERVILLE	IL	60563	(630)555-0981	A	105.75		
MilleCh	Chris Miller	993 Jaipur	NAPERVILLE	IL	60560	(630)555-2010	A	0.00		
RodriJo	Joe Rodriguez	1929 Checker Rd	AURORA	IL	60504	(630)555-8890	A	48.52		
ScanlMe	Melissa Scanlon	3489 Woodcreek	AURORA	IL	60503	(630)555-8573	A	0.00		
SkobeCa	Carol Skobel	776 McHenry Rd	WESTMONT	IL	60537	(630)555-8902	A	0.00		
SmithKr	Kristie Smith	555 Pine Street	GLEN ELLYN	IL	60137	(630)790-8900	A	55.95		
WhiteHo	Hollie White	5W310 Forest	WESTMONT	IL	60537	(630)555-8639	A	0.00		
Count:							10	Total:		198.22

## Generating the Abbreviated Customer Master List with Balance Report

**TASK** To generate the **Abbreviated Customer Master List with Balance** report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Abbreviated Customer Master with Balance** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 If you receive the message "This application is about to initialize ActiveX controls..." click **OK**.

- 6 In the **Store of Origin** field, click the arrow and select the store's data that you want to use for the report.
- 7 In the **Please select payment type** section, click in the check boxes so check marks appear for any combination of payment types you wish to include in this report.
- 8 If you want to print customers with particular marketing types, click **Marketing Criteria Selection** so that a check mark appears (otherwise leave this option unchecked). This allows you to filter customer information so that, for example, you can print only Business accounts in the report. (If this area is blank, it means that you have no marketing categories set up. See [Marketing Screen](#) on page 24–21 for information on setting up these categories.)  
To select marketing categories to print, first click on a category so that a drop-down arrow displays. Click this arrow to display a drop-down list of marketing types. Then check which types you want to print.  
To print only customers with **no marketing information specified** in the **Customer Detail Information** window, first check the **Marketing Criteria Selection** option so that a check mark appears, then check **Customers with No Marketing Criteria**.
- 9 In the **Sort Option** section, choose whether you wish to list customers according to **Default Pay Method, Last Purchase Date, or Name**. If you select to sort by last purchase date, specify the last purchase date by clicking the down arrow in the date field and selecting the date from the calendar.
- 10 If you want to only display open item customers with available credit not allocated to unpaid tickets, select the check box so that a check mark appears.
- 11 Click **Finish**. The report generates and opens in Excel.
- 12 To print your report from Excel, on the **File** menu, click **Print**.
- 13 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Abbreviated Customer Master List Window

The **Abbreviated Customer Master List** window enables you to configure settings for the Abbreviated Customer Master List with Balance and the Abbreviated Customer Master List with Days Late reports.

Figure 19-2: Abbreviated Customer Master List Window

The Abbreviated Customer Master List window contains the following settings.

Table 19-1: Abbreviated Customer Master List Window Settings

Setting	Description
<b>Store of Origin</b>	From this list, select the store with which the customer is associated. If you have multiple stores, you can select All Stores.
<b>Payment Types</b>	Select the payment type(s) you want to include in the report. You can select Cash, Check, Credit, Debit, House, or Gift Certificate.
<b>Marketing Criteria Selection</b>	If you select this option, you can filter the report so it includes customers with specific marketing criteria or no marketing criteria. If you select Customers with Marketing Criteria, you can select the marketing categories to include.
<b>Sort Option</b>	You can select to sort the report by the Default Pay Method, the Last Purchase Date (requires you specify the date), or by Name.
<b>Open Item Customers with Credit</b>	This option is only available for the Abbreviated Customer Master List with Balance Report. You can check this box to display open item customers with available credit not allocated to unpaid tickets.

## Abbreviated Customer Master List with Days Late Report

The **Abbreviated Customer Master List with Days Late** report provides you with a list of all your customers as well as the number of days their payments are late. It is particularly useful if you have

many customers and you wish to have abbreviated customer information on hand. For a longer customer report with more detailed information, see the [Customer Master List](#) on page 19–22.

**Figure 19-3: Abbreviated Customer Master List with Days Late Report**

Abbreviated Customer Master List with Days Late								
Leslie's Flowers and Gifts								
Sort by Customer Name								
Selected Cash, Credit, House, Check, Debit, Gift Certificate								
Marketing criteria: Account Type (Personal)								
Account No	Name	Address	City	State	Zipcode	Phone Number	Status	# Late
BrownJo	John Brown	465 Fairfield Dr.	WHEATON	IL	60187	(630)780-0212	A	0
CarreLi	Linda Carrey	230 Main Street	WHEATON	IL	60187	(630)780-9000	A	0
JonesPa	Paul Jones	46 Park Blvd.	LISLE	IL	60532	(630)555-4241	A	0
MaysCa	Carrie Mays	145 Peachtree Rd.	NAPERVILLE	IL	60563	(630)555-0981	A	60
MilleCh	Chris Miller	993 Jaipur	NAPERVILLE	IL	60560	(630)555-2010	A	0
RodriJo	Joe Rodriguez	1929 Checker Rd	AURORA	IL	60504	(630)555-8890	A	30
ScanlMe	Melissa Scanlon	3489 Woodcreek	AURORA	IL	60503	(630)555-8573	A	0
SkobeCa	Carol Skobel	776 McHenry Rd	WESTMONT	IL	60537	(630)555-8902	A	0
SmithKr	Kristie Smith	555 Pine Street	GLEN ELLYN	IL	60137	(630)790-8900	A	30
WhiteHo	Hollie White	5W310 Forest	WESTMONT	IL	60537	(630)555-8639	A	0
Count:								10

## Generating the Abbreviated Customer Master List with Days Late

**TASK** To generate the Abbreviated Customer Master List with Days Late:

- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Abbreviated Customer Master with Days Late** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 If you receive the message "This application is about to initialize ActiveX controls..." click **OK**.
- 6 In the **Store of Origin** field, click the arrow and select the store's data that you want to use for the report.
- 7 In the **Please select payment type** section, click in the check boxes so check marks appear for any combination of payment types you wish to include in this report.
- 8 If you want to print customers with particular marketing types, click **Marketing Criteria Selection** so that a check mark appears (otherwise leave this option unchecked). This allows you to filter customer information so that, for example, you can print only Business accounts in the report. (If this area is blank, it means that you have no marketing categories set up. See [Marketing Screen](#) on page 24–21 for information on setting up these categories.)  
To select marketing categories to print, first click on a category so that a drop-down arrow displays. Click this arrow to display a drop-down list of marketing types. Then check which types you want to print.  
To print only customers with no marketing information specified in the **Customer Detail Information** window, first check the **Marketing Criteria Selection** option so that a check mark appears, then check **Customers with No Marketing Criteria**.
- 9 In the **Sort Option** section, choose whether you wish to list customers according to **Default Pay Method**, **Last Purchase Date**, or **Name**. If you select to sort by last purchase date, specify the

last purchase date by clicking the down arrow in the date field and selecting the date from the calendar.

- 10 Click **Finish**. The report generates and opens in Excel.
- 11 To print your report from Excel, on the **File** menu, click **Print**.
- 12 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Aged Analysis Reports

The **Aged Analysis** reports provide you with an analysis of your house account balances. The report includes only those accounts with balances for the selected store(s) and reporting period.

Aged Analysis reports contain account balances and aging on accounts from the sale date relative to the date you generate the report. Aging is calculated nightly. You can use Aged Analysis reports to view potential future cash flow, see how much customers owe, and decide what steps you need to take to recoup money that you are owed. To assist your collection efforts, Aged Analysis detail and summary reports include customers' phone numbers. You will typically generate Aged Analysis reports monthly, either just before or just after you create statements. By printing each month's Aged Analysis report, you can review account aging for a previous month or look up a customer's balance when access to a terminal is not possible.

### NOTE

To view aging as of a statement date, use Statement Search. In the Search menu, click Statement Search. Highlight the statement run and click Print. The Statement List report that displays contains the aging for the account as of the selected statement run.

You can generate Aged Analysis reports for balance forward or open item accounts at individual stores or at all stores. You may sort detail and summary reports according to customer ID, sale date, or sort name. By default, the Aged Analysis reports set the Balance Forward date one month prior to the current date. By setting the Account Balance date later than the Balance Forward date, you can include future transactions in the Aged Analysis report.

The three types of aged analysis reports are:

- » **Detail Report** - lists each customer that has an open balance, as well as each individual transaction for the customer that occurred after the balance forward date. The report also prints the ticket number, product code(s) for each transaction, purchase date, and customer balance. Grand totals (for current, 30, 60, 90, 120+ days, and future, if selected) for each store are printed at the bottom of the report.
- » **Summary Report** - lists each customer name and phone number, and the current, 30, 60, 90, 120+, and future balances (if selected) for each customer. Individual transactions are not listed.
- » **Grand Total Report** - does not list individual customers. Total amounts for all customers are listed, separated by current, 30, 60, 90, 120+, and future balances.

Figure 19-4: Aged Analysis Report - Detail

Aged Analysis Report								
MARGIE'S FLOWERS								
Detail								
Customer Type: Balance Forward, Open Item Print Order By: Customer ID								
Balance Forward Date: 02/05/08 Account Balance as of: 03/06/08								
Cust No. Ticket #	Customer Name Sale Date	Phone No. Del Date	Days Late Transaction Type	Last Payment Date Prod Code	Accounting Type Prod Description	Tax Code	Total Amt	Acct Balance
0000104	FLOWERS BY NAOMI 02/05/2008	(555)555-5555	0	11/01/2007	Balance Forward		-78.50	-78.50
Totals:	Current: -78.50	30 Days: 0.00	60 Days: 0.00	90 Days: 0.00	120+ Days: 0.00	Future	0.00	-78.50
0000106	CASCADE 02/05/2008	(555)555-5555	126		Balance Forward		135.00	135.00
Totals:	Current: 0.00	30 Days: 0.00	60 Days: 0.00	90 Days: 0.00	120+ Days: 135.00	Future	0.00	135.00
0000107	LEWIS ANIMAL CLINIC 02/05/2008	(555)555-5555	30		Balance Forward		84.99	84.99
Totals:	Current: 0.00	30 Days: 84.99	60 Days: 0.00	90 Days: 0.00	120+ Days: 0.00	Future	0.00	84.99
Grand Total:	Current: -78.50	30 Days: 84.99	60 Days: 0.00	90 Days: 0.00	120+ Days: 135.00	Future	0.00	141.49
% of Grand Total:	-55.4%	60.0%	0.0%	0.0%	95.4%	0.0%		

The detailed Aged Analysis report contains the following information.

Table 19-2: Aged Analysis Detail Report Columns

Column	Description
Customer No.	The account number of the customer with aged balance(s).
Customer Name	Name of the customer with aged balance(s).
Phone Number	Phone number of the customer with aged balance(s).
Days Late	Aging bucket or days late of the customer's oldest transaction. If the oldest transaction is less than 120 days old, Days Late will show the aging bucket of the transaction (30 = transactions 30-60 days old; 60 = transactions 61-90 days old; or 90 = transactions 91-120 days old). For transactions 121 days and older, Days Late shows the actual days late.
Last Payment Date	Date on which the last payment was entered for the customer account.
Accounting Type	Indicates whether the customer's account is set up as a balance forward or open item account.
Ticket #	Number associated with an order.
Sale Date	Date of the ticket.
Del Date	Scheduled delivery date.
Transaction Type	Type of transaction. Transactions with balances prior to the Balance Forward date appear with transaction type of Balance Forward. If you generate the Aged Analysis report after running statements you may see Transaction Type of Finance Charge.
Product Code	Code for the product.
Product Description	Product name.
Tax Code	Tax code associated with the transaction.
Total Amount	Total amount for the transaction.



Table 19-2: Aged Analysis Detail Report Columns (cont.)

Column	Description
Acct Balance	Running total of the transaction total amounts for the customer.

Figure 19-5: Aged Analysis Report - Summary

Aged Analysis Report MARGIE'S FLOWERS Summary Customer Type: Balance Forward, Open Item    Print Order By: Customer ID Account Balance as of: 03/06/08										
Cust No.	Customer Name	Phone No.	Last Payment	Current	30 Days	60 Days	90 Days	120+ Days	Future	Balance
0000104	FLOWERS BY NAOMI	(555)555-5555	11/01/2007	-78.50	0.00	0.00	0.00	0.00	0.00	-78.50
0000106	CASCADE	(555)555-5555		0.00	0.00	0.00	0.00	135.00	0.00	135.00
0000107	LEWIS ANIMAL CLINIC	(555)555-5555		0.00	84.99	0.00	0.00	0.00	0.00	84.99
Grand Total:				-78.50	84.99	0.00	0.00	135.00	0.00	141.49
% of Grand Total				-55.4%	60.0%	0.0%	0.0%	95.4%	0.0%	

Figure 19-6: Aged Analysis Report - Grand Total

Aged Analysis Report MARGIE'S FLOWERS Grand Total Customer Type: Balance Forward, Open Item Account Balance as of: 03/06/08							
	Current	30 Days	60 Days	90 Days	120+ Days	Future	Balance
Grand Total:	-78.50	84.99	0.00	0.00	135.00	0.00	141.49
% of Grand Total	-55.4%	60.0%	0.0%	0.0%	95.4%	0.0%	

## Generating Aged Analysis Reports

**TASK** To generate Aged Analysis reports:

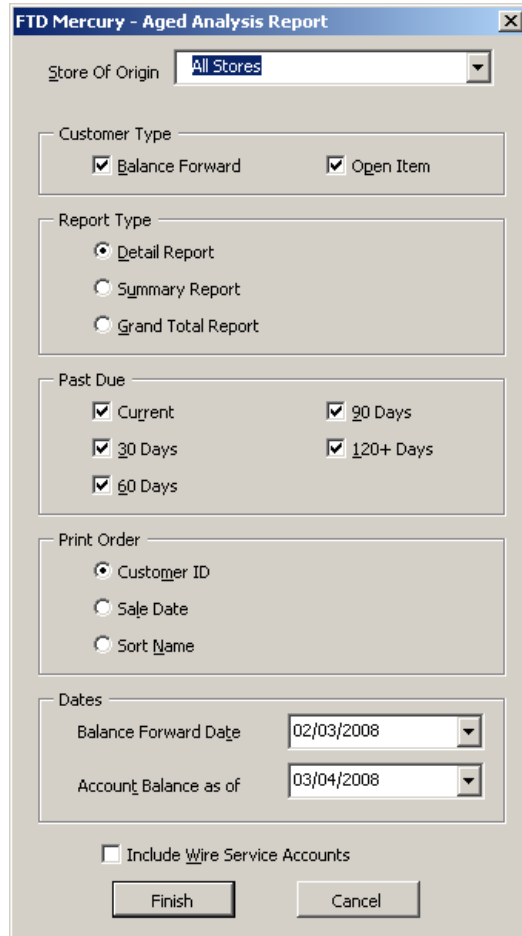
- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Aged Analysis Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Store of Origin** field, click the arrow and select the store's data that you want to use for the report.
- 6 In the **Customer Type** section, select which customers' information that you want to view, **Balance Forward, Open Item**, or both.
- 7 In the **Report Type** section, select the type of report that you want to print. See the information at the beginning of this section for the descriptions of the report types.
- 8 In the **Past Due** section, select the past due accounts that you want to view. You can choose accounts that are current (up-to-date) or accounts that are 30, 60, 90, and/or 120+ past due.
- 9 In the **Print Order** section, select how you want to sort the printing order of the data records. You can sort the records by **Customer ID**, **Sale Date**, or **Sort Name** (customer name).
- 10 In the **Balance Forward Date** field, click the arrow and select the balance forward date of the customers that you want to print.
- 11 In the **Account Balance as of** field, click the arrow and select the date for calculating aging. Setting the Account Balance as of date later than the current date allows you to include future transactions in the Aged Analysis report.
- 12 Select **Include Wire Service Accounts** only if you want to include wire service accounts (FTD, TEL, etc.) in the report.
- 13 Click **Finish**. The report generates and opens in Excel.

- 14 To print your report from Excel, on the **File** menu, click **Print**.
- 15 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Aged Analysis Report Window

The **Aged Analysis Report** window allows you to configure settings for the Aged Analysis report. When you have finished configuring the settings, click **Finish** to generate the report and open it in Microsoft Excel.

**Figure 19-7: Aged Analysis Report Window**



The Aged Analysis Report window contains the following settings.

**Table 19-3: Aged Analysis Report Window Settings**

Setting	Description
<b>Store of Origin</b>	Select the store with which this customer is associated. If you are set up as a multi-store shop, you can also select All Stores.
<b>Customer Type</b>	Select whether you want to include customers with Balance Forward accounts, customers with Open Item accounts, or both.
<b>Report Type</b>	Select whether you want to generate a Detail Report, a Summary Report, or a Grand Total Report.
<b>Past Due</b>	Select criteria for including customers. You can select any combination of customers who are current, 30 days past due, 60 days past due, 90 days past due, and/or 120+ days past due.

**Table 19-3: Aged Analysis Report Window Settings (cont.)**

Setting	Description
<b>Print Order</b>	Select the print order for the report. You can select Customer ID, Sale Date, or Sort Name.
<b>Balance Forward Date</b>	If you are including customers with balance forward accounts, select the date for the balance forward accounts you want to include.
<b>Account Balance as of</b>	Date equal to or later than the date on which you are running the report. Setting this date later than the date of the report allows you to include future transactions in the report.
<b>Include Wire Service Accounts</b>	Select this box if you want to include wire service accounts (FTD, TEL, etc.) in this report.

## Business Snapshot Report

The **Business Snapshot** report is a tool that gives you an immediate analysis of what is going on in your business for a given day or date range. You can generate Business Snapshot reports for individual stores or for all stores. Business Snapshot reports give you a quick look at the activity in your business for the reporting period. For example, you could generate the Business Snapshot report in the morning to see how heavy your delivery schedule for the day will be. You can also get an idea of your staffing needs throughout a day by tracking various types of sales by hour. Since Business Snapshot reports include cancelled, pending, and incomplete sales, the information in Business Snapshot should not be used to balance completed sales. For balancing purposes, refer to the [Sales Summary Report](#) on page 19–50.

Business Snapshot includes four reports--**Sales Analysis**, **Delivery Analysis**, **Product Analysis**, and **Wire Analysis**--in a single Excel file.

- » **Sales Analysis** - summarizes number and dollar value of sales for the reporting period by type of order, payment method, and time of day for sales entered in Order Entry and Point of Sale. You can use this report to see what your sales are.
- » **Delivery Analysis** - summarizes the number and dollar value of deliveries scheduled for the reporting period by their workflow status. You can use this report as an overview of your delivery schedules and delivery staffing needs.
- » **Product Analysis** - summarizes the number and dollar value by product categories and individual products for deliveries scheduled for the reporting period. You can use this report as an overview of how the sales in the reporting period will affect your inventory.
- » **Wire Analysis** - summarizes the number and dollar values for each wire service of incoming and outgoing wire sales attached in Order Entry and Point of Sale.

To navigate between reports, click tabs at the bottom of the screen. To print all four reports at once, you must select Entire workbook in the Excel print dialog box.

### Sales Analysis

The **Sales** tab displays by default. This tab displays the **Sales Analysis** report.

**Figure 19-8: Business Snapshot – Sales Analysis Report**

	Order Entry/Manual		POS		Total		Average
	Count	Total	Count	Total	Count	Total	
<b>Order Summary</b>							
DELIVERY ORDERS	3	\$218.44	1	\$83.95	4	\$302.39	\$75.60
CARRY OUT ORDERS	0	\$0.00	1	\$12.50	1	\$12.50	\$12.50
PICKUP ORDERS	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
INCOMING WIRE ORDERS	10	\$555.95	1	\$43.00	11	\$598.95	\$54.45
OUTGOING WIRE ORDERS	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
<b>STORE TOTAL</b>	<b>13</b>	<b>\$774.39</b>	<b>3</b>	<b>\$139.45</b>	<b>16</b>	<b>\$913.84</b>	<b>\$57.12</b>
<b>Sales Pay Method</b>							
CASH SALES	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
HOUSE CHARGE SALES	3	\$193.43	0	\$0.00	3	\$193.43	\$64.48
MANUAL TICKET SALES	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
DEBIT MEMOS	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
CREDIT MEMOS	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
CREDIT CARD SALES	1	\$75.00	2	\$96.45	3	\$171.45	\$57.15
DEBIT CARD SALES	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
GIFT CERTIFICATES	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
GIFT CARDS	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
INCOMING WIRE SALES	9	\$505.96	1	\$43.00	10	\$548.96	\$54.90
<b>STORE TOTAL</b>	<b>13</b>	<b>\$774.39</b>	<b>3</b>	<b>\$139.45</b>	<b>16</b>	<b>\$913.84</b>	<b>\$57.12</b>
<b>Sales By Hour</b>							
12:00 AM 1:00 AM	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
1:00 AM 2:00 AM	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
2:00 AM 3:00 AM	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
3:00 AM 4:00 AM	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00

The Sales Analysis report contains the following information.

**Table 19-4: Sales Analysis Report Field Descriptions**

Column	Description
<b>Store Name</b>	Name of store selected in the Business Snapshot window. If you are set up with multiple stores, All Stores indicates that the report contains data for all stores.
<b>Sales Entered</b>	Reporting period selected in the Business Snapshot window. The Sales Analysis report shows sales for this period.
<b>Order Entry/Manual</b>	Count and total value for sales for the reporting period that were entered or attached in Order Entry.
<b>POS</b>	Count and total value for sales for the reporting period that were entered or attached in Point of Sale.
<b>Total</b>	Total of count and total value for sales for the reporting period that were entered or attached in Order Entry and Point of Sale.
<b>Average</b>	Average value of the total for the type of order, payment method, or hourly sale.
<b>Order Summary</b>	Count and value for sales for the reporting period for Order Entry, Point of Sale, and Total sales summarized by the type of order. <b>NOTE:</b> Wire order sales include all fees and taxes.
<b>Sales Pay Method</b>	Count and value for sales for the reporting period for Order Entry, Point of Sale, and Total sales summarized by payment method.
<b>Sales By Hour</b>	Count and value for sales for the reporting period for Order Entry, Point of Sale, and Total sales summarized by the hour during which the sale took place.

## Delivery Analysis

Click the **Delivery** tab to display the **Delivery Analysis** report. The status of the sales scheduled for delivery is controlled by using the Designer or Delivery tools.

**Figure 19-9: Business Snapshot – Delivery Analysis Report**

Delivery Status	Order Entry/Manual		POS		Count	Total		Average
	Count	Total	Count	Total		Total		
DELIVERY ANALYSIS All Stores SALES SCHEDULED FOR DELIVERY 08/01/2005 - 08/02/2005								
Karen's Flower Shop								
NOT DESIGNED	13	\$1,094.93	39	\$3,732.31	52	\$4,827.24	\$92.83	
DESIGNED	1	\$60.75	0	\$0.00	1	\$60.75	\$60.75	
ON THE TRUCK	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00	
DELIVERED	16	\$1,747.16	1	\$1,434.08	17	\$3,181.24	\$187.13	
<b>STORE TOTAL</b>	<b>30</b>	<b>\$2,902.84</b>	<b>40</b>	<b>\$5,166.39</b>	<b>70</b>	<b>\$8,069.23</b>	<b>\$115.27</b>	

The Delivery Analysis report contains the following information

**Table 19-5: Delivery Analysis Report Field Descriptions**

Column	Description
<b>Store Name</b>	Name of store selected in the Business Snapshot window. If you are set up with multiple stores, All Stores indicates that the report contains data for all stores.
<b>Sales Scheduled for Delivery</b>	Reporting period selected in the Business Snapshot window. The Delivery Analysis report shows deliveries scheduled for this period.
<b>Order Entry/Manual</b>	Count and total value for deliveries for the reporting period that were entered or attached in Order Entry.
<b>POS</b>	Count and total value for deliveries for the reporting period that were entered or attached in Point of Sale.
<b>Total</b>	Total of count and total value for deliveries for the reporting period that were entered or attached in Order Entry and Point of Sale.
<b>Average</b>	Average value of the total deliveries for the delivery status.
<b>Not Designed</b>	Number and value of orders entered in Order Entry and POS that have not been designed, marked as on a truck, or marked as delivered.
<b>Designed</b>	Number and value of orders entered in Order Entry and POS that have been designed, but not marked as on a truck or delivered.
<b>On the Truck</b>	Number and value of orders entered in Order Entry and POS that have been designed and are marked as on a truck, but which have not been marked as delivered.
<b>Delivered</b>	Number and value of orders entered in Order Entry and POS that have been marked as delivered.

## Product Analysis

Click the **Products** tab to display the **Product Analysis** report.

**Figure 19-10: Business Snapshot – Product Analysis Report**

PRODUCT ANALYSIS							
All Stores							
PRODUCTS SCHEDULED FOR DELIVERY 08/01/2005 - 08/02/2005							
	LOCAL & DELIVERIES		OUTGOING		Total		Average
	Count	Total	Count	Total	Count	Total	
<b>Product Category Sales</b>							
<b>Karen's Flower Shop</b>							
Perishables	57	\$3,145.00	0	\$0.00	57	\$3,145.00	\$55.18
Container	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
Plush	9	\$90.00	0	\$0.00	9	\$90.00	\$10.00
Cards	19	\$66.50	0	\$0.00	19	\$66.50	\$3.50
Other	52	\$2,872.69	6	\$186.95	58	\$3,059.64	\$52.75
Silk	3	\$128.00	0	\$0.00	3	\$128.00	\$42.67
Wedding	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
Balloons	30	\$82.50	0	\$0.00	30	\$82.50	\$2.75
Candy	16	\$210.00	0	\$0.00	16	\$210.00	\$13.13
Gourmet	8	\$604.00	0	\$0.00	8	\$604.00	\$75.50
Fruit Baskets	5	\$265.00	0	\$0.00	5	\$265.00	\$53.00
<b>STORE TOTAL</b>	<b>199</b>	<b>\$7,463.69</b>	<b>6</b>	<b>\$186.95</b>	<b>205</b>	<b>\$7,650.64</b>	<b>\$37.32</b>
<b>Product Sales</b>							
<b>Karen's Flower Shop</b>							
Blooming Plants	8	\$415.00	0	\$0.00	8	\$415.00	\$51.88
Bouquet	3	\$220.00	0	\$0.00	3	\$220.00	\$73.33
Candy	8	\$90.00	0	\$0.00	8	\$90.00	\$11.25
Dozen Roses	5	\$375.00	0	\$0.00	5	\$375.00	\$75.00
Dried Silks	1	\$23.00	0	\$0.00	1	\$23.00	\$23.00
Fresh Arrangement	41	\$2,135.00	0	\$0.00	41	\$2,135.00	\$52.07
Fresh Fruit Basket	5	\$265.00	0	\$0.00	5	\$265.00	\$53.00
FTD Belgian Chocolate Gift	8	\$120.00	0	\$0.00	8	\$120.00	\$15.00
FTD Big Hug Bouquet	2	\$80.00	0	\$0.00	2	\$80.00	\$40.00
FTD Friends n Such Bouquet	1	\$50.00	0	\$0.00	1	\$50.00	\$50.00
FTD Sweet Dreams Boy Bouquet	3	\$150.00	0	\$0.00	3	\$150.00	\$50.00
FTD Sweet Dreams Girl Bouquet	1	\$50.00	0	\$0.00	1	\$50.00	\$50.00
FTD Sweet Surprise Bouquet	3	\$150.00	0	\$0.00	3	\$150.00	\$50.00
FTD Thanks A Bunch Bouquet	4	\$150.00	0	\$0.00	4	\$150.00	\$37.50

The Product Analysis report contains the following information

**Table 19-6: Product Analysis Report Field Descriptions**

Column	Description
<b>Store Name</b>	Name of store selected in the Business Snapshot window. If you are set up with multiple stores, All Stores indicates that the report contains data for all stores.
<b>Products Scheduled for Delivery</b>	Reporting period selected in the Business Snapshot window. The Product Analysis report shows products scheduled for delivery for this period.
<b>Local &amp; Deliveries</b>	Count and total value for the reporting period of products scheduled for local sales and deliveries. The products for these scheduled deliveries will come out of the store's inventory.
<b>Outgoing</b>	Count and total value of products for the reporting period scheduled for outgoing deliveries. These scheduled deliveries do not affect the store's inventory.
<b>Total</b>	Count and total value of products for the reporting period scheduled for both local sales and deliveries and outgoing deliveries.
<b>Average</b>	Average value of the product category or code for the reporting period for both local sales and deliveries and outgoing deliveries.
<b>Product Category Sales</b>	Summarizes the count and value for products scheduled for Local/Delivery and Outgoing delivery by the product sales categories you assigned to products in Product Maintenance.
<b>Product Sales</b>	Shows the count and value for products scheduled for Local/Delivery and Outgoing delivery by the product code.

## Wire Analysis

Click the **Wire** tab to display the **Wire Analysis** report.

**Figure 19-11: Business Snapshot – Wire Analysis Report**

WIRE ANALYSIS MARGIE'S FLOWERS SALES ENTERED 02/18/2008 - 02/18/2008							
Orders By Wire Service	Order Entry/Manual		POS		Total		Average
	Count	Total	Count	Total	Count	Total	
<b>INCOMING</b>							
FTD	7	\$421.96	0	\$0.00	7	\$421.96	\$60.28
TEL	1	\$49.99	0	\$0.00	1	\$49.99	\$49.99
Other	2	\$84.00	1	\$43.00	3	\$127.00	\$42.33
<b>STORE TOTAL</b>	<b>10</b>	<b>\$555.95</b>	<b>1</b>	<b>\$43.00</b>	<b>11</b>	<b>\$598.95</b>	<b>\$54.45</b>
<b>OUTGOING</b>							
FTD	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
TEL	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
Other	0	\$0.00	0	\$0.00	0	\$0.00	\$0.00
<b>STORE TOTAL</b>	<b>0</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0.00</b>	<b>0</b>	<b>\$0.00</b>	<b>\$0.00</b>

The Wire Analysis report contains the following information.

**Table 19-7: Wire Analysis Report Field Descriptions**

Column	Description
<b>Store Name</b>	Name of store selected in the Business Snapshot window. If you are set up with multiple stores, All Stores indicates that the report contains data for all stores.
<b>Sales Entered</b>	Reporting period selected in the Business Snapshot window. The Wire Analysis report shows incoming and outgoing wire sales for this period.
<b>Order Entry/Manual</b>	Count and total value for incoming and outgoing wire sales for the reporting period that were attached in Order Entry. Values include product and delivery charges, but no fees or service charges.
<b>POS</b>	Count and total value for incoming and outgoing wire sales for the reporting period that were attached in Point of Sale. Values include product and delivery charges, but no fees or service charges.
<b>Total</b>	Total of count and total value for incoming and outgoing wire sales for the reporting period that were attached in Order Entry and Point of Sale. Values include product and delivery charges, but no fees or service charges.
<b>Average</b>	Average value of the total for incoming and outgoing wire sales.
<b>Incoming</b>	Shows the count and value for incoming wire sales for the reporting period that were attached in Order Entry, Point of Sale, and total by wire services.
<b>Outgoing</b>	Shows the count and value for outgoing wire sales for the reporting period that were attached in Order Entry, Point of Sale, and total by the wire services.

## Generating the Business Snapshot Report

**TASK** To generate the Business Snapshot report:

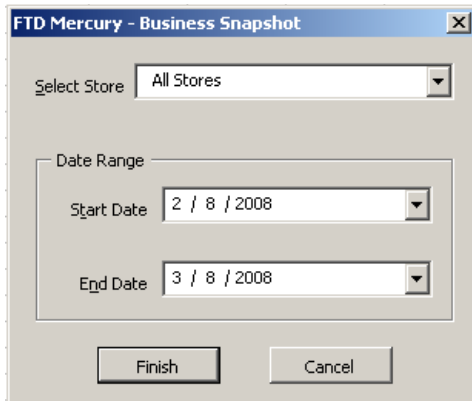
- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Business Snapshot Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.

- 5 Select a store, a date range of sale data to include, and then click **Finish**. The report takes a few seconds to populate with data.

## Business Snapshot Window

The **Business Snapshot** window allows you to configure settings for the Business Snapshot report. When you are finished configuring settings, click **Finish** to generate the report and open it in Microsoft Excel.

**Figure 19-12: Business Snapshot Window**



The Business Snapshot window contains the following settings.

**Table 19-8: Business Snapshot Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you are generating the Business Snapshot. If you are set up with multiple stores, you can also select All Stores to generate a combined Business Snapshot.
<b>Start Date</b>	The date for the beginning of the period on which you are reporting.
<b>End Date</b>	The date for the end of the period on which you are reporting.

## Credit Card Settlement History Report

The **Credit Card Settlement History** report lists your credit card settlements for the given date range. The report also prints the settlement number, date, approval or error codes, and dollar amounts.

- » The **Detail Report** lists each settlement, including each credit card authorization in the settlement. Totals are listed for each settlement, and grand totals for each store.
- » The **Summary Report** lists each settlement, totals for each settlement, and grand totals for each store.

## Generating the Credit Card Settlement History Report

**TASK** To generate the Credit Card Settlement History report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Credit Card Settlement History** icon to open the template.



- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Select Store** field, click the arrow and select the store for which you want to print credit card information.
- 6 In the **Date Range** section, click the down arrows to select the start date and the end date.
- 7 In the **Report Type** section, select if you want to print the **Detail Report** or **Summary Report**.
- 8 Click **Finish**. The report generates and opens in Excel.
- 9 To print your report from Excel, on the **File** menu, click **Print**.
- 10 If you want to save the report from Excel, on the **File** menu, click **Save**.

Figure 19-13: Credit Card Settlement History Report - Detail

<p style="text-align: center;"><b>Credit Card Settlement History</b>  <b>Leslie's Flowers and Gifts</b>                      Detail                      03/19/2002 - 03/20/2002</p>						
Settlement ID	Date Type	Approval	Settlement Error Number	Approval	Date	Amount
<b>Leslie's Flowers and Gifts</b>						
2	03/19/02 08:50:17	078094647				
	Visa		XXXXXXXXXXXX7890	AP000068	03/19/02 09:44:35	12.56
	Visa		XXXXXXXXXXXX9902	AP000057	03/19/02 10:21:57	59.72
	Master Card		XXXXXXXXXXXX1209	AP000051	03/19/02 10:55:12	90.99
	Visa		XXXXXXXXXXXX8522	AP000069	03/19/02 12:01:08	10.94
	Master Card		XXXXXXXXXXXX5411	AP000059	03/19/02 12:23:02	75.95
	Master Card		XXXXXXXXXXXX8705	AP000061	03/19/02 12:55:17	86.52
<b>Totals</b>						<b>336.68</b>
1	03/20/02 08:42:11	044154859				
	Visa		XXXXXXXXXXXX5903	AP000017	03/19/02 09:52:25	79.04
	Visa		XXXXXXXXXXXX2902	AP000028	03/19/02 09:00:11	90.45
	Visa		XXXXXXXXXXXX6830	AP000041	03/20/02 10:47:32	32.50
	Master Card		XXXXXXXXXXXX5782	AP000047	03/20/02 10:59:40	67.98
	Visa		XXXXXXXXXXXX9527	AP000042	03/20/02 12:16:78	50.31
	Master Card		XXXXXXXXXXXX9058	AP000049	03/20/02 11:09:65	114.52
	Master Card		XXXXXXXXXXXX2946	AP000050	03/20/02 11:31:35	89.98
	Master Card		XXXXXXXXXXXX9286	AP000043	03/20/02 16:19:04	159.09
	Visa		XXXXXXXXXXXX1139	AP000044	03/20/02 16:01:12	72.71
	Visa		XXXXXXXXXXXX2851	AP000039	03/20/02 08:44:59	94.62
	Visa		XXXXXXXXXXXX9982	AP000046	03/20/02 09:14:29	58.92
	Master Card		XXXXXXXXXXXX3826	AP000038	03/20/02 12:44:41	38.59
<b>Totals</b>						<b>948.70</b>
<b>Store Total</b>						
Master Card						8 734.56
Visa						10 561.77
<b>Total</b>						<b>18 1,296.33</b>

Figure 19-14: Credit Card Settlement History Report - Summary

Credit Card Settlement History				
Leslie's Flowers and Gifts				
Summary				
03/19/2002 - 03/20/2002				
Settlement ID	Date	Approval	Settlement Error	Amount
<b>Leslie's Flowers and Gifts</b>				
2	03/19/02 08:50:17	078094647		336.68
1	03/20/02	044154859		948.70
<b>Totals</b>				<b>1,296.33</b>
			<b>Store Total</b>	<b>Count</b> <b>Amount</b>
			Master Card	8   734.56
			Visa	10   561.77
			<b>Total</b>	<b>18</b> <b>1,296.33</b>

## Credit Card Settlement History Window

The Credit Card Settlement History window allows you to configure settings for the Credit Card Settlement History report.

Figure 19-15: Credit Card Settlement History Window

The Credit Card Settlement History window contains the following settings.

Table 19-9: Credit Card Settlement History Window Settings

Setting	Description
Select Store	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.
Date Range	Select the start and end dates for the report.

Table 19-9: Credit Card Settlement History Window Settings (cont.)

Setting	Description
Report Type	Select whether you want to generate a summary or detail report.

## Customer Account Payment Report

The **Customer Account Payment** report lists all payments made on house accounts within the given date range. The report is listed by customer ID. Grand totals by payment method are also listed at the bottom of the report.

- » The **Detail Report** lists each customer that made a payment within the specified date range, as well as each individual payment, the payment method, the payment date, and the payment amount. A total is also listed for each customer.
- » The **Summary Report** lists each customer that made a payment within the specified date range, and the total amount that the customer has paid.

## Generating the Customer Account Payment Report

**TASK** To generate the **Customer Account Payment** report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Customer Account Payments Report** icon to open the template.
- 4 If a window opens asking if you wish to enable macros, click **Enable Macros**.
- 5 In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
- 6 In the **Report Type** section, select if you want to print the **Detail Report** or **Summary Report**.
- 7 In the **Sort Option** section, select if you want to sort the report by **Payment Type** or **Date**.
- 8 In the **Date Range** section, select a start and end date for the data that you want to include in the report. These dates are the dates that the payment was entered into the system.
- 9 Click **Finish**. The report generates and opens in Excel.
- 10 To print your report from Excel, on the **File** menu, click **Print**.
- 11 If you want to save the report from Excel, on the **File** menu, click **Save**.

Figure 19-16: Customer Account Payments Report - Detail

<p style="text-align: center;"><b>Customer Account Payments</b>  <b>Leslie's Flowers and Gifts</b>                      Detail - Sort by Date                      02/01/2002 - 04/01/2002</p>				
Cust No.	Customer Name Sale ID	Payment Type	Date	Amount
<u>Leslie's Flowers and Gifts</u>				
BronaAb	Abbey Bronan 0006746	Check	02/10/2002	25.10
<b>Total</b>				<b>25.10</b>
DeWitAm	Amie Dewitte 0006812	Check	02/12/2002	50.00
	0007891	Check	03/07/2002	62.49
<b>Total</b>				<b>112.49</b>
IngleFr	Fred Ingles 0006765	Cash	02/10/2002	30.00
	0007723	Check	03/02/2002	55.10
	0007902	Check	04/01/2002	45.10
<b>Total</b>				<b>130.00</b>
MonroJa	James Monroe 0007881	Check	03/06/2002	82.43
<b>Total</b>				<b>82.43</b>
RodriCa	Candy Rodriguez 0006689	Check	02/04/2002	40.00
	0007814	Cash	03/04/2002	40.00
	0007931	Cash	04/01/2002	60.00
<b>Total</b>				<b>140.00</b>
<b>Store Total</b>				<b>489.92</b>
		Store Total	Count	Amount
		Cash	3	130.00
		<u>Check</u>	<u>7</u>	<u>359.92</u>
		<b>Total</b>	<b>10</b>	<b>489.92</b>

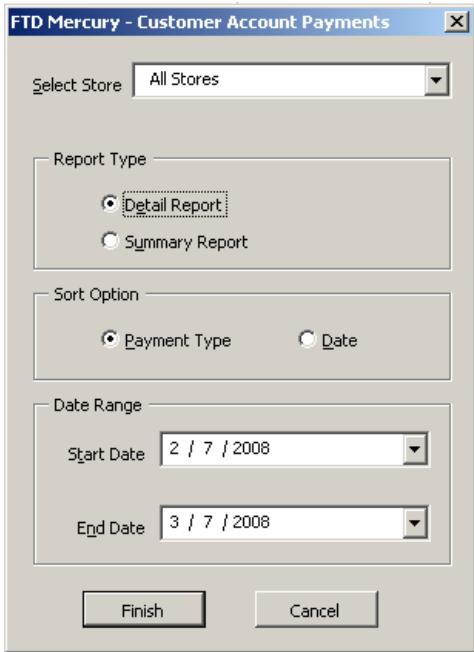
Figure 19-17: Customer Account Payments Report - Summary

Customer Account Payments			
Leslie's Flowers and Gifts			
Summary			
04/08/2002 - 04/08/2002			
Cust No.	Customer Name	Amount	
<u>Leslie's Flowers and Gifts</u>			
BronaAb	Abbey Bronan	100.00	
BrownJi	Jim Brown	25.10	
DeWitAm	Amie Dewitte	51.86	
FranLi	Lisa Francis	50.00	
IngleFr	Fred Ingles	100.00	
JohnsPa	Paula Johnson	75.10	
MonroJa	James Monroe	50.00	
ParloJo	John Parlow	43.28	
RodriCa	Candy Rodriguez	25.10	
VitneCa	Carrie Vitner	55.90	
<b>Store Total</b>		<b>576.14</b>	
	Store Total	Count	Amount
	Cash	3	250.00
	Check	Z	326.14
	Total	10	576.14

### Customer Account Payments Window

The **Customer Account Payments** window allows you to configure settings for the Customer Account Payment report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

Figure 19-18: Customer Account Payments Window



The Customer Account Payments window contains the following settings.

**Table 19-10: Customer Account Payments Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.
<b>Report Type</b>	Select whether you want to generate a summary or detail report.
<b>Sort Option</b>	For detailed reports, select whether you want the report sorted by date or payment type.
<b>Date Range</b>	Select the start and end dates for the report.

## Customer Master List

The Customer Master List provides you with a list of all your customers, as well as their current balance information, and house account information such as their credit limit and discount amount. This report may take several minutes to print, depending on the size of your customer database.

Figure 19-19: Customer Master List

Customer Master Karen's Flower Shop Sort by Customer Name Selected Cash, Credit, Check, Debit, House, Gift Certificate						
Account Number Name Address City, State Zipcode	Phone Number Active Status Direct Marketing Marketing Category	Finance Charge Discount Credit Limit Marketing Type	Ave. Order Last Sale	Current 30 Days Past 60 Days Past 90 Days Past Over 90 Days	Balance	
SMITHJA Jamie Smith 9501 Iroquois St WARRENVILLE IL 60533	630-555-8826 Active Yes Account Type Mailing List	12.00% 10.00% 500.00 Personal No	23.72 6/10/01	0.00 0.00 0.00 0.00	0.00	0.00
CATINMI Michelle Catine 3102 Woodcreek Drive DOWNS GROVE IL 60515	630-555-9017 Active Yes Account Type Mailing List	12.00% 0.00% 500.00 Personal No	40.70 5/11/02	0.00 0.00 0.00 0.00	0.00	0.00
SMITHBE Beth Smith 4098 Arbor Lane WARRENVILLE IL 60533	630-555-9999 Active Yes Account Type Mailing List	12.00% 0.00% 500.00 Personal Yes	39.72 6/8/01	0.00 0.00 0.00 0.00	0.00	0.00
BOSCOSU Sue Bosco 4052 Maple Avenue LISLE IL 60532	630-555-1091 Active Yes Account Type Mailing List	12.00% 0.00% 1,000.00 Personal Yes	21.96 4/17/02	520.29 0.00 0.00 0.00	520.29	520.29
RIZZIBO Bob Rizzio 1239 Maple Avenue LISLE IL 60532	630-555-7618 Active Yes Account Type Mailing List	12.00% 10.00% 1,000.00 Personal No	47.81 5/9/02	685.80 0.00 0.00 0.00	685.80	685.80

## Generating the Customer Master List

### TASK To generate the Customer Master List:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Customer Master** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 If you receive the message "This application is about to initialize ActiveX controls..." click **OK**.
- 6 In the **Store of Origin** field, click the arrow and select the store's data that you want to use for the report.
- 7 In the **Please select payment type** section, click in the check boxes so check marks appear for any combination of payment types you wish to include in this report.
- 8 If you want to print customers with particular marketing types, click **Marketing Criteria Selection** so that a check mark appears (otherwise leave this option unchecked). This allows you to filter customer information so that, for example, you can print only Business accounts in the report. (If this area is blank, it means that you have no marketing categories set up. See [Marketing Screen](#) on page 24–21 for information on setting up these categories.)

To select marketing categories to print, first click on a category so that a drop-down arrow displays. Click this arrow to display a drop-down list of marketing types. Then check which types you want to print.

To print only customers with **no marketing information specified** in the **Customer Detail Information** window, first check the **Marketing Criteria Selection** option so that a check mark appears, then check **Customers with No Marketing Criteria**.

- 9 In the **Sort Option** section, choose whether you wish to list customers according to **Default Pay Method**, **Last Purchase Date**, or **Name**. If you select to sort by last purchase date, specify the last purchase date by clicking the down arrow in the date field and selecting the date from the calendar.
- 10 Click **Finish**. The report generates and opens in Excel.
- 11 To print your report from Excel, on the **File** menu, click **Print**.
- 12 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Customer Master List Window

The **Customer Master List** window enables you to configure settings for the Customer Master List report. When you have finished configuring the settings, click **Finish** to generate the report. It will open in Microsoft Excel.

Figure 19-20: Customer Master List Window

FTD Mercury - Customer Master List

Store Of Origin: All Stores

Please select payment type

- Cash
- Check
- Credit
- Debit
- House
- Gift Certificate

Marketing Criteria Selection

- Customers with Marketing Criteria
- Customers with No Marketing Criteria

Category

Account Type

Mailer

- No
- Yes

Source

Check All UnCheck All

Sort Option

- Default Pay Method
- Last Purchase Date: 2 / 4 /2008
- Name

Finish Cancel



The Customer Master List window contains the following settings.

**Table 19-11: Customer Master List Window Settings**

Setting	Description
<b>Store of Origin</b>	From this list, select the store with which the customer is associated. If you have multiple stores, you can select All Stores.
<b>Payment Types</b>	Select the payment type(s) you want to include in the report. You can select Cash, Check, Credit, Debit, House, or Gift Certificate.
<b>Marketing Criteria Selection</b>	If you select this option, you can filter the report so it includes customers with specific marketing criteria or no marketing criteria. If you select Customers with Marketing Criteria, you can select the marketing categories to include.
<b>Sort Option</b>	You can select to sort the report by the Default Pay Method, the Last Purchase Date (requires you specify the date), or by Name.

## Employee Analysis Report

The Employee Analysis report allows you to print productivity reports for your clerk, designer, and driver employee types. These reports allow you to see how each of your employees have performed for a given date range. For example, you can generate reports that print which products your employees have sold, designed, or delivered including average dollar amounts, discounts given, number of items, etc.

Following are examples of some variations of the report:

The **Clerk – Summary** report lists products sold by product category and includes the quantities and dollar amounts:

**Figure 19-21: Employee Analysis – Clerk Summary**

<b>Employee Analysis</b>						
Clerk - Inventory						
Summary - Sale Date						
<b>All Stores</b>						
07/29/2005 - 07/29/2005						
Employee	Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Administrator</b>						
	Balloons	6	2.00	0.00	12.00	2.00
	Candy	8	25.00	0.00	115.00	14.38
	Cards	4	3.50	0.00	14.00	3.50
	Fee	3	106.08	0.00	113.08	37.69
	Fruit Baskets	3	50.00	0.00	150.00	50.00
	Gourmet	1	75.00	0.00	75.00	75.00
	Other	3	115.00	0.00	180.00	60.00
	Perishables	14	228.00	0.00	755.00	53.93
	Plush	2	10.00	0.00	20.00	10.00
<b>Employee Total</b>		<b>44</b>	<b>614.58</b>	<b>0.00</b>	<b>1,434.08</b>	<b>32.59</b>
<b>Jennifer</b>						
	Cards	2	3.50	0.00	7.00	3.50
	Fee	2	21.64	0.00	21.64	10.82
	Gourmet	1	75.00	0.00	75.00	75.00
	...	...	...	...	...	...

The **Clerk – Detail** report lists the individual products sold, which are totaled for each product category:

Figure 19-22: Employee Analysis – Clerk Detail

**Employee Analysis**

Clerk - Inventory

Detail - Sale Date

All Stores

08/02/2005 - 08/02/2005

Employee	Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Jennifer</b>						
Fee						
RELAY	IL Sales Tax	1	7.50	0.00	7.50	7.50
Employee Category Total		1	7.5	0	7.5	7.5
Other						
V2	The FTD Sweethearts Bouquet	1	34.99	0.00	34.99	34.99
Employee Category Total		1	34.99	0	34.99	34.99
Perishables						
ARR	Fresh Arrangement	3	50.00	0.00	150.00	50.00
BPL	Blooming Plants	1	50.00	0.00	50.00	50.00
Employee Category Total		4	100	0	200	50
Plush						
TB	Teddy Bear	1	10.00	0.00	10.00	10.00
Employee Category Total		1	10	0	10	10
<b>Employee Total</b>		<b>7</b>	<b>152.49</b>	<b>0.00</b>	<b>252.49</b>	<b>36.07</b>
<b>Lisa</b>						
Candy						
CFC	Candy	1	10.00	0.00	10.00	10.00

The **Designer – Summary** report lists products designed by product category and includes the quantities and dollar amounts:

Figure 19-23: Employee Analysis – Designer Summary

**Employee Analysis**

Designer - Inventory  
 Summary - Delivery Date  
**All Stores**  
 07/28/2005 - 08/02/2005

Employee Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Karen</b>					
	Fruit Baskets	1	50.00	0.00	50.00 50.00
	Gourmet	1	75.00	0.00	75.00 75.00
	Other	1	40.00	0.00	40.00 40.00
	Perishables	5	295.00	0.00	345.00 69.00
<b>Employee Total</b>		8	460.00	0.00	510.00 63.75
<b>Leslie</b>					
	Other	2	100.00	0.00	100.00 50.00
	Perishables	17	228.00	0.00	930.00 54.71
<b>Employee Total</b>		19	328.00	0.00	1,030.00 54.21
<b>Grand Total</b>		27	788.00	0.00	1,540.00 57.04

The **Designer – Detail** report lists the individual products designed, which are totaled for each product category:

Figure 19-24: Employee Analysis – Designer Detail

**Employee Analysis**

Designer - Inventory  
 Detail - Delivery Date  
**All Stores**  
 07/29/2005 - 07/29/2005

Employee Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Karen</b>					
Fruit Baskets					
FRT	Fresh Fruit Basket	1	50.00	0.00	50.00 50.00
<b>Employee Category Total</b>		1	50	0	50 50
Gourmet					
GMT	Gourmet Basket	1	75.00	0.00	75.00 75.00
<b>Employee Category Total</b>		1	75	0	75 75
Other					
BH	FTD Big Hug Bouquet	1	40.00	0.00	40.00 40.00
<b>Employee Category Total</b>		1	40	0	40 40
Perishables					
ARR	Fresh Arrangement	1	75.00	0.00	75.00 75.00
BOU	Bouquet	1	120.00	0.00	120.00 120.00
<b>Employee Category Total</b>		2	195	0	195 97.5

The **Driver – Summary** report lists products delivered by product category and includes the quantities and dollar amounts:

Figure 19-25: Employee Analysis – Driver Summary

**Employee Analysis**  
Driver - Inventory  
Summary - Delivery Date  
**All Stores**  
08/02/2005 - 08/02/2005

Employee Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Cathy</b>					
Fee	1	6.22	0.00	6.22	6.22
Fee	1	6.22	0.00	6.22	6.22
Other	1	32.99	0.00	32.99	32.99
Perishables	2	50.00	0.00	100.00	50.00
Perishables	2	50.00	0.00	100.00	50.00
Plush	1	10.00	0.00	10.00	10.00
<b>Employee Total</b>	<b>8</b>	<b>155.43</b>	<b>0.00</b>	<b>255.43</b>	<b>31.93</b>
<b>Dan</b>					
Candy	1	10.00	0.00	10.00	10.00
Fee	1	6.37	0.00	6.37	6.37
Fee	1	6.37	0.00	6.37	6.37
Fee	1	6.37	0.00	6.37	6.37
Other	1	49.99	0.00	49.99	49.99
Other	1	49.99	0.00	49.99	49.99
Other	1	49.99	0.00	49.99	49.99
Perishables	1	50.00	0.00	50.00	50.00
<b>Employee Total</b>	<b>8</b>	<b>229.08</b>	<b>0.00</b>	<b>229.08</b>	<b>28.64</b>

The **Driver – Detail** report lists the individual products delivered, which are totaled for each product category:

Figure 19-26: Employee Analysis – Driver Detail

**Employee Analysis**  
Driver - Inventory  
Detail - Delivery Date  
**All Stores**  
08/02/2005 - 08/02/2005

Employee Product Code	Items	Product Amount	Discounts	Total Amount	Average Amount
<b>Cathy</b>					
Other					
B1-3710	The FTD Tigress Bouquet - Novemb	1	32.99	0.00	32.99
<b>Employee Category Total</b>		<b>1</b>	<b>32.99</b>	<b>0.00</b>	<b>32.99</b>
Perishables					
ARR	Fresh Arrangement	2	50.00	0.00	100.00
<b>Employee Category Total</b>		<b>2</b>	<b>50.00</b>	<b>0.00</b>	<b>100.00</b>

## Generating the Employee Analysis Report

**TASK** To generate the Employee Analysis Report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Employee Analysis** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.

- 5 In the Employee Type section, select if you would like to print the Clerk, Designer, or Driver analysis report.
- 6 In the Report Type section, select if you would like to print the Detail Report or Summary Report.
- 7 In the Sale Type section, select if you would like to print Inventory sales (sales where the product from your inventory was used), Wire Out sales or Both.
- 8 In the Date Range section, select a **Start Date** and **End Date** for the data that you would like to include in the report. Select whether you want the report generated by **Delivery Date** or **Sale Date**.
- 9 Click **Finish**. The report generates and opens in Excel.
- 10 To print your report from Excel, on the **File** menu, click **Print**.
- 11 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Employee Production Report Window

The Employee Production Report windows allows you to configure settings for the Employee Analysis report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-27: Employee Production Report Window**

The Employee Production Report window contains the following settings.

**Table 19-12: Employee Production Report Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.

**Table 19-12: Employee Production Report Window Settings (cont.)**

Setting	Description
Employee Type	Select the type of employee for which you are generating the report. You can select Clerk, Designer or Driver.
Report Type	Select whether you want to generate a summary or detail report.
Sale Type	Select whether you want the report to include sales from your inventory, wire out sales, or both.
Date Range	Select the start and end dates for the report.
Delivery or Sale Date	Select whether the report will be based on delivery or sale dates.

## Employee Sales Report


You may monitor your employees' sales activity by printing an Employee Sales report. This report displays an order count and total dollar amount of orders for each employee for a given sales date range. The following steps teach you how to print an Employee Sales Report.

### Generating the Employee Sales Report

**TASK** To generate an Employee Sales report:

- 1 In FTD Mercury, from the **Management** menu, click **Employee Sales Summary**. The **Employee Sales Report** window opens.
- 2 At the top of the window, click whether you want to display **Daily Sales Data**, **Weekly Sales Data**, or **Monthly Sales Data**. For example, if you print Weekly Sales Data for the month of April, FTD Mercury displays the total order count and dollar amount for each week in April (see example below).
- 3 In the **Employee Name** field, click the arrow and select the employee for whom you want to display sales information.
- 4 In the **Select Date Range** section, use the down arrows to select a to and from date for the sales for which you want to display statistics.
- 5 Click **Search**.
- 6 To print your report, click **Print**. The report will print to the printer selected for General Printing in Tools > Printer Form Settings.

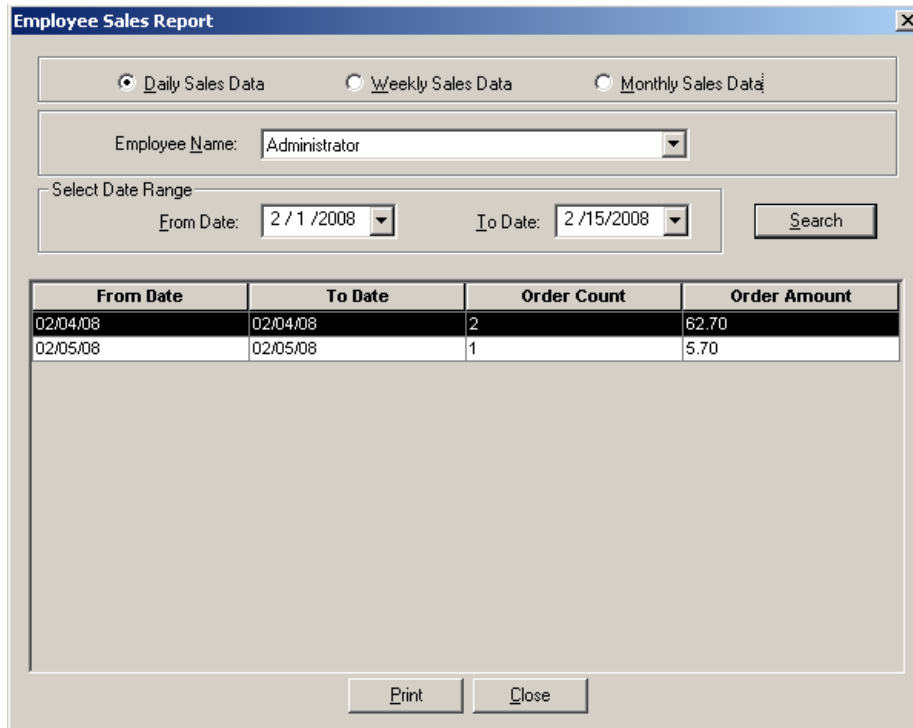
**Figure 19-28: Employee Sales Report (Weekly Sales Data)**

		<b>Leslie's Flowers and Gifts</b> 1220 Main Street DOWNERS GROVE, IL 60515	
Employee Name: Kerry Smith		<b>Employee Sales Report</b>	
		Page 1 of 1	
From Date	To Date	Order Count	Order Amount
Apr 08, 02	Apr 14, 02	49	1,649.36
Apr 15, 02	Apr 21, 02	37	1,002.59
Apr 22, 02	Apr 28, 02	52	1,751.11

## Employee Sales Report Window

The Employee Sales Report window allows you to configure settings for the Employee Sales Report.

**Figure 19-29: Employee Sales Report Window**



The Employee Sales Report window contains the following settings.

**Table 19-13: Employee Sales Report Window Settings**

Setting	Description
<b>Daily, Weekly, Monthly Sales Data</b>	Select the period for which you want to see the employee's sales data.
<b>Employee Name</b>	Select the employee whose data you are reporting.
<b>Date Range</b>	Use the drop-down calendars to select the start and end dates for sales to be included in the report.

## Message Report

The **Message Report** lists all orders and messages that you have sent or received during the time period you specify.

Figure 19-30: Message Report

<b>Message Report</b> 05/30/2000-05/30/2000									
Message Type	Status	Wire Abbr	Message Date	Sending Florist	Filling Florist	Network ID	Order Amount	Delivery Date	
ORD IN	RECEIVED	FTD	5/30/02	90-0888AF	90-0001AA	B4858C-0047	45.10	5/22/00	
ORD IN	RECEIVED	FTD	5/30/02	90-1309AF	90-0001AA	B4858F-0048	25.10	5/27/00	
ORD IN	RECEIVED	FTD	5/30/02	90-0888AF	90-0001AA	B4858G-0049	50.00	5/30/00	
ORD IN	RECEIVED	FTD	5/30/02	90-5671AA	90-0001AA	B4853Y-0304	45.10	5/30/00	
GEN OUT	SENT		5/30/02	90-0001AA	90-9067AA	B3704D-1302			
GEN IN	RECEIVED		5/30/02	90-8906AF	90-0001AA	B4607H-1303			
ORD IN	RECEIVED	FTD	5/30/02	90-0888AF	90-0001AA	B4701N-1304	75.10	5/30/00	
									Count: 7

## Generating the Message Report

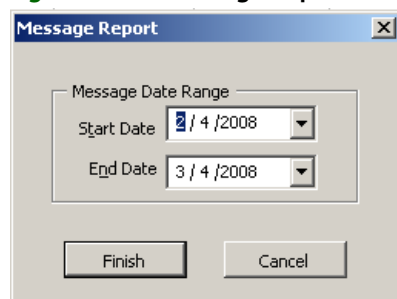
**TASK** To generate the Message report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Message Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 When the **Message Report** window opens:
  - a. Click the arrow in the **Start Date** field to display a calendar. Use your mouse to click on the date from which your system will begin to list messages.
  - b. Click the arrow in the **End Date** field to display a calendar. Use your mouse to click on the date that your system will end listing messages.
  - c. Click **Finish**. The report generates and opens in Excel.
- 6 To print your report from Excel, on the **File** menu, click **Print**.
- 7 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Message Report Window

The **Message Report** window allows you to configure the message date range for the Message Report. Click **Finish** to generate the report and open it in Microsoft Excel.

Figure 19-31: Message Report Window





The Message Report window contains the following settings.

**Table 19-14: Message Report Window Settings**

Setting	Description
Start Date	Enter the starting date for the report.
End Date	Enter the ending date for the report

## Payment Type Totals Report

The **Payment Type Totals** report lists all payments made by your customers, within a specified date range. Data is sorted by payment type (cash, credit card, house, check, debit card, gift card, and gift certificate).

**Figure 19-32: Payment Type Totals Report**

Date	Cash		Credit Card		House		Check		Debit Card		Gift Card		Gift Certificate		Write-Off	
	Amount	Count	Amount	Count	Amount	Count	Amount	Count	Amount	Count	Amount	Count	Amount	Count	Amount	Count
02/06/2008	93.95	3	877.14	13	1,781.65	32	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/07/2008	130.85	3	497.00	11	5,399.20	87	193.00	3	0.00	0	0.00	0	0.00	0	0.00	0
02/08/2008	181.24	6	409.40	9	2,614.55	44	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/09/2008	0.00	0	326.63	6	806.84	15	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/10/2008	25.00	1	111.89	3	1,179.79	20	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/11/2008	0.00	0	1,703.22	24	6,072.25	89	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/12/2008	219.95	5	1,558.43	25	6,609.94	100	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/13/2008	258.35	10	2,905.99	52	12,428.67	190	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/14/2008	731.98	38	2,165.44	52	3,409.89	56	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0
02/15/2008	36.80	2	281.35	5	2,273.08	42	0.00	0	0.00	0	0.00	0	0.00	0	0.00	0

## Generating the Payment Type Totals Report

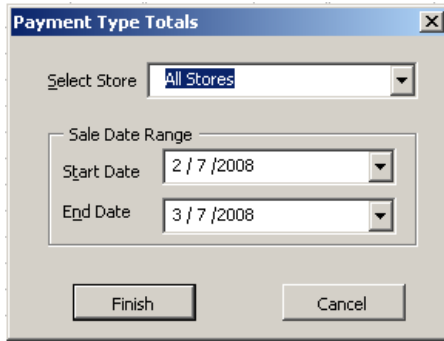
**TASK** To generate the **Payment Type Totals** report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Payment Type Totals** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
- 6 In the **Start Date** field of the **Sale Date Range** area, click the arrow to display a calendar. Use your mouse to click on the date from which your system will start listing payment type totals.
- 7 In the **End Date** field, click the arrow to display a calendar. Use your mouse to click on the date that your system will end listing payment type totals.
- 8 Click **Finish**. The report generates and opens in Excel.
- 9 To print your report from Excel, on the **File** menu, click **Print**.
- 10 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Payment Type Totals Window

The **Payment Type Totals** window allows you to configure settings for the **Payment Type Totals** report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

Figure 19-33: Payment Type Totals Window



The Payment Type Totals window contains the following settings.

Table 19-15: Payment Type Totals Window Settings

Setting	Description
Select Store	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.
Sale Date Range	Enter the start and end dates for the report.

## Product Comparison Report

The **Product Comparison** report allows you to view a comparison of two sales date ranges or the same sales date range for two stores. For example, you may want to compare Valentine's Day sales from last year to this year. Or you may want to compare two stores' performance on a certain day. **Detail** and **Summary** reports can be printed. The **Detail** report compares sales by product code and product category, while the **Summary** report compares sales by product category only.

The **Product Comparison – Date Range Summary Report** compares data by product category:

Figure 19-34: Product Comparison – Date Range Summary Report

PRODUCT COMPARISON REPORT							
Summary by Date Range							
07/28/2005 - 07/28/2005 Compared to 08/02/2005 - 08/02/2005							
Inventory Sales							
Prod Code	Total Items	Karen's Flower Shop		Karen's Flower Shop		VARIANCES	
		07/28/2005 - 07/28/2005		08/02/2005 - 08/02/2005		Sales	
		Sales Amount	Items	Sales Amount	Items	Amount	% - Change
Balloons	18	12.00	6	34.00	12	22.00	64.7%
Candy	14	115.00	8	75.00	6	-40.00	-53.3%
Cards	8	24.50	7	3.50	1	-21.00	-600.0%
Fee	9	28.00	4	35.00	5	7.00	20.0%
Fruit Baskets	6	200.00	4	100.00	2	-100.00	-100.0%
Gourmet	5	225.00	3	150.00	2	-75.00	-50.0%
Other	13	270.00	5	383.96	8	113.96	29.7%
Perishables	36	1,500.00	26	600.00	10	-900.00	-150.0%
Plush	8	30.00	3	50.00	5	20.00	40.0%
Silk	1	0.00	0	120.00	1	120.00	100.0%
<b>Grand Total:</b>	118	2,404.50	66	1,551.46	52	-853.04	-55.0%

The **Product Comparison – Date Range Detail** Report compares data on a product code level. The product codes are also totaled out by product category:

**Figure 19-35: Product Comparison – Date Range Detail Report**

PRODUCT COMPARISON REPORT									
Detail by Date Range									
07/28/2005 - 07/28/2005 Compared to 08/02/2005 - 08/02/2005									
Inventory Sales									
Prod Code	Name	Total Items	Karen's Flower Shop		Karen's Flower Shop		VARIANCES		
			07/28/2005 - 07/28/2005		08/02/2005 - 08/02/2005		Sales		
			Sales Amount	Items	Sales Amount	Items	Sales Amount	% - Change	
<b>Balloons</b>									
LBLN	Latex Balloon	14	12.00	6	16.00	8	4.00	25.0%	
MBLN	Mylar Balloons	4	0.00	0	18.00	4	18.00	100.0%	
<b>Category Total:</b>		18	12.00	6	34.00	12	22.00	64.7%	
<b>Candy</b>									
BC	FTD Belgian Chocolate Gift	10	105.00	7	45.00	3	-60.00	-133.3%	
CFC	Candy	4	10.00	1	30.00	3	20.00	66.7%	
<b>Category Total:</b>		14	115.00	8	75.00	6	-40.00	-53.3%	
<b>Cards</b>									
CAR	Greeting Card	8	24.50	7	3.50	1	-21.00	-600.0%	
<b>Category Total:</b>		8	24.50	7	3.50	1	-21.00	-600.0%	
<b>Fee</b>									
DELIV	Delivery Charge	9	28.00	4	35.00	5	7.00	20.0%	
<b>Category Total:</b>		9	28.00	4	35.00	5	7.00	20.0%	
<b>Fruit Baskets</b>									
FRT	Fresh Fruit Basket	6	200.00	4	100.00	2	-100.00	-100.0%	
<b>Category Total:</b>		6	200.00	4	100.00	2	-100.00	-100.0%	
<b>Gourmet</b>									
GMT	Gourmet Basket	5	225.00	3	150.00	2	-75.00	-50.0%	
<b>Category Total:</b>		5	225.00	3	150.00	2	-75.00	-50.0%	
<b>Other</b>									
B1-3710	The FTD Tigress Bouquet - November	1	0.00	0	32.99	1	32.99	100.0%	
gc	Gift Certificate	3	130.00	2	100.00	1	-30.00	-30.0%	
BH	FTD Big Hug Bouquet	3	40.00	1	80.00	2	40.00	50.0%	
MM	FTD Sweet Surprise Bouquet	2	50.00	1	50.00	1	0.00	100.0%	

## Generating a Product Comparison Report

**TASK** To print the Product Comparison report:

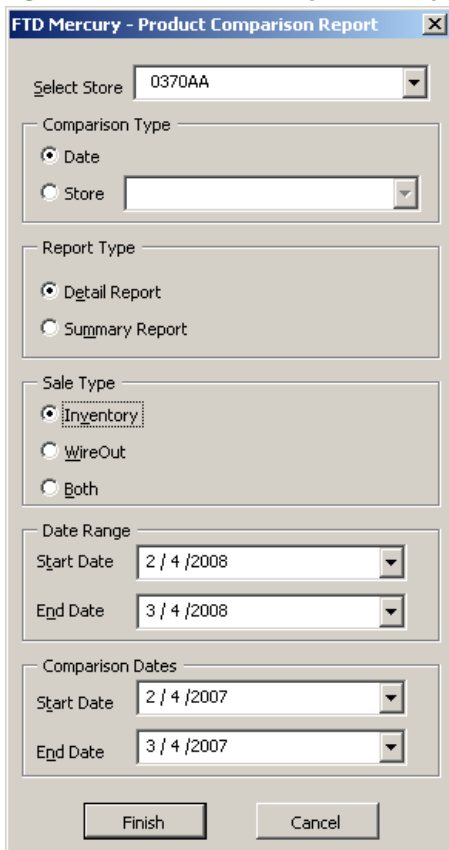
- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Product Comparison Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 Specify the information that you want to compare:
  - » **Select Store** – Select a store. If you are comparing data between stores, you will select the second store in the next field.
  - » **Comparison Type** – If you are comparing two dates or date ranges, select **Date**. If you are comparing two store's data for a given date or date range, select **Store** and then select the store in the drop-down list.
  - » **Report Type** – Select if you want to print the **Detail** or **Summary** report. The Detail report lists totals by product category. The Summary report lists totals by product code.

- » **Sale Type** – Select if you want to include **Inventory** sales, **Wire Out** sales, or **Both**.
  - » **Date Range** – Specify the sales date range you want to compare. If you are comparing two stores' data, this is the date range that you are comparing between the two stores.
  - » **Comparison Dates** – This field is active only if you are comparing dates ranges for the same store. Specify the date range that you want to compare to the first date range.
- 6 Click **Finish**. The report generates and opens in Excel.
  - 7 To print your report from Excel, on the **File** menu, click **Print**.
  - 8 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Product Comparison Report Window

The **Product Comparison Report** window enables you to configure settings for the Product Comparison report. When you are finished configuring settings, click **Finish** to generate the report and open it in Microsoft Excel.

**Figure 19-36: Product Comparison Report Window**



The Product Comparison Report window contains the following settings.

**Table 19-16: Product Comparison Report Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for the report. If you are comparing data between two stores, you select the second store in the Comparison Type area.
<b>Comparison Type</b>	Select whether you want to generate a comparison report by date or by store. If you select Store, choose the store you are comparing the store in the Select Store list against.

**Table 19-16: Product Comparison Report Window Settings (cont.)**

Setting	Description
<b>Report Type</b>	Select whether you want to generate a Detail Report or a Summary Report.
<b>Sale Type</b>	Select whether you want to include Inventory sales, Wire Out sales, or Both.
<b>Date Range</b>	Specify the sales date range you want to compare. If you are comparing data from two stores, this is the sales date range you are comparing between the two stores.
<b>Comparison Dates</b>	This area is only enabled if you are comparing date ranges from the same store. Specify the date range you want to compare to the values set in the Date Range area.

## Product Sales Reports

The Product Sales Reports provide you with an analysis of which products are selling and how many are being sold either in-house, outgoing, or both. There are three different types of sales analysis reports: Product List, Sales by Product Code, and Sales by Date, Occasion, and Product. Each type has a summary report and a detail report.

### NOTE

It is possible for the same product to be listed more than once on the Sales by Product Code and Sales by Date, Occasion, and Product reports if that product was sold under different occasion types.

### List of Product Codes Summary Report

The **Product List – Summary** report lists the products that you have in your product database.

**Figure 19-37: Product Sales Report – Product List – Summary**  
**List of Product Codes Summary**  
 All Store Locations  
 Start to End

Prod Code	Product Name	Description
A1	The FTD Fall Harvest Bouquet	
A2	The FTD Autumn Splendor Bouquet	
AB	FTD Anniversary Bouquet	
ADJUST_WEB	ONLINE ADJUSTMENT	
ARR	Fresh Arrangement	
B1	The FTD Bosses' Day Bouquet	
B1-3700	The FTD Winter Elegance Bouquet - January	
B1-3701	The FTD Pink Lily Bouquet - February	
B1-3702	The FTD Morning Joy Bouquet - March	
B1-3703	The FTD First Blooms Bouquet - April	
B1-3704	The FTD Peak Of Freshness Bouquet - May	
B1-3705	The FTD Happiness Bouquet - June	
B1-3706	The FTD Rose Fest Bouquet - July	
B1-3707	The FTD Burst Of Summer Bouquet - August	
B1-3708	The FTD Garden Gate Bouquet - September	
B1-3709	The FTD Fireburst Bouquet - October	
B1-3710	The FTD Tigress Bouquet - November	
B1-3711	The FTD Winterfresh Bouquet - December	
B10-3446	The FTD Crimsom & Evergreen Wreath	
B10-3720	The FTD Holiday Gold Wreath	
B10-3721	The FTD Beacon Hill Wreath	
B10-3722	The FTD Sleigh Ride Arrangement	
B10-3723	The FTD Glad Tidings Tree	
B10-3724	The FTD Holiday Classics Garland	
B11-2921	The FTD Lights of the Season Centerpiece	
B12-3099	The FTD Festive Season Arrangement	
B12-3254	The FTD Festival of Lights Arrangement	
B12-3734	The FTD Feast of Light Centerpiece	
B13-3501	The FTD Fresh as a Daisy Bouquet	
B13-3510	The FTD Spring Glory Centerpiece	
B13-3736	The FTD Easter Delights Centerpiece	
B13-3737	The FTD Spring Enchantment Bouquet	
B14-3229	The FTD Pink Splendor Bouquet	
B14-3230	The FTD Raspberry Patch Arrangement	
B14-3598	The FTD Smooth Jazz Bouquet	
B15-3735	The FTD Joy of Spring Bouquet	
B16-3227	The FTD Friendly Welcome Arrangement	
B16-3228	The FTD Carnival Bouquet	
B16-3738	The FTD Garden Spring Basket	
B16-3739	The FTD Spirit of Spring Basket	
B16-3740	The FTD Hint of Spring Bouquet	
B16-9143	The FTD Easter Lily Plant	
B17-3487	The FTD Springtime Jubilee Bouquet	
B18-3226	The FTD Basket Of Stars Bouquet	
B18-3741	The FTD Summer Medley Bouquet	
B18-3742	The FTD Fun in the Sun Basket	
B19-3263	The FTD Celebration of Life Bouquet	
B19-3466	The FTD Daylight Bouquet	
B2-2901	The FTD Autumn Beauty Bouquet	

### List of Product Codes Detail Report

The **List of Product Codes Detail** report contains detail product information, such as quantities on hand, prices, and tax codes.

**Figure 19-38: Product Sales Report – Product List – Detail**  
**List of Product Codes Detail**  
**MARGIE'S FLOWERS**  
 Start to End  
 All Categories

Prod Code	Product Category/Product Name	Qty On Hand	Tax	GL Account #	Price	Additional Prices		
	Fee							
ADJUST_WEB	ONLINE ADJUSTMENT		No Tax		\$0.00			
DELIV	Delivery Charge		Tax Exempt		\$0.00			
RELAY	Relay Fee		Tax Exempt		\$7.95			
RETRANS	Retrans Fee		Tax Exempt		\$0.00			
SERVICE	Service Charge		Tax Exempt		\$0.00			
SYS_DELIVER	SYS_DELIVERY				\$0.00			
SYS_RELAY	SYS_RELAY				\$0.00			
SYS_RETRANS	SYS_RETRANS				\$0.00			
SYS_SERVICE	SYS_SERVICE				\$0.00			
	Other							
**Gift Card	**Gift Card				\$0.00	\$0.00	\$0.00	\$0.00
A1	The FTD Fall Harvest Bouquet	1			\$39.99			
A2	The FTD Autumn Splendor Bouquet	1			\$49.99			
B1	The FTD Bosses' Day Bouquet	1			\$39.99			
B1-3700	The FTD Winter Elegance Bouquet - Jan	1			\$30.99			
B1-3701	The FTD Pink Lily Bouquet - February	1			\$33.99			
B1-3702	The FTD Morning Joy Bouquet - March	1			\$30.99			
B1-3703	The FTD First Blooms Bouquet - April	1			\$31.99			
B1-3704	The FTD Peak Of Freshness Bouquet -	1			\$31.99			
B1-3705	The FTD Happiness Bouquet - June	1			\$31.99			

**Sales by Product Code Summary Report**

The **Sales by Product Code – Summary** report lists inventory, wire out, and total sales by product category for a specified sales or delivery date or date range.

**Figure 19-39: Product Sales Report – Sales by Product Code – Summary**  
**Sales by Product Code**  
**All Stores**  
 07/27/2005 - 07/27/2005  
 Inventory and WireOut Sales - Summary

Category Name	Inventory Sales			Wire Out Sales			Total Sales		
	Sales Amount	Items	%-Sales	Sales Amount	Items	%-Sales	Sales Amount	Items	%-Sales
<b><u>Karen's Flower Shop</u></b>									
CARDS	38.50	11	97.61	0.00	0	0.00	38.50	11	0.00
CONTAINERS	0.00	0	0.00	0.00	0	0.00	0.00	0	0.00
OTHER	590.00	11	63.32	0.00	0	0.00	590.00	11	0.00
PERISHABLE	940.00	15	41.56	0.00	0	0.00	940.00	15	0.00
PLUSH	40.00	4	97.51	0.00	0	0.00	40.00	4	0.00
STORE TOTAL	1,608.50	41	0.00	0.00	0	0.00	1,608.50	41	0.00
FEE	177.88	23	88.94	0.00	0	0.00	177.88	23	0.00
<b><u>ALL STORES</u></b>									
GRAND TOTAL	1,608.50	41	0.00	0.00	0	0.00	1,608.50	41	0.00

**Sales by Product Code Detail Report**

The **Sales by Product Code – Detail** report is sorted by product category. Totals are provided for each product category:

Figure 19-40: Product Sales Report – Sales by Product Code – Detail

**Sales by Product Code**  
**MARGIE'S FLOWERS**  
 Sale Date 01/11/2008 - 02/11/2008  
 All Categories

Prod Code	Name	Description	Total Sales		
			Sales Amount	Items	%-Sales
<b>MARGIE'S FLOWERS</b>					
<b>Arrangements</b>					
a	CENTERPIECE ARR.	CENTERPIECE ARR.	\$1,899.61	47	3.82%
A-CON	CONTAINER ARR	CONTAINER ARR	\$1,573.35	31	3.16%
A-S	SEASONAL ARR.	SEASONAL ARR.....tf 11-2 Red Roses with white dendrobs Make very artsy looking VASE ARR....from our web site.....Elegant Tribute	\$25.00	51	0.05%
A-V	VASE ARR.	Customer would like white lilles	\$3,578.03	80	7.19%
AR-BV	BUD VASE ARR.	BUD VASE ARR.	\$45.00	2	0.09%
C-C	COURSAGE	COURSAGE	\$10.00	1	0.02%
<b>Category Total</b>			<b>\$7,130.99</b>	<b>212</b>	<b>14.33%</b>
<b>Balloons</b>					
B-BA	BALLOON BOUQUET	BALLOON BOUQUET	\$90.00	18	0.18%
B-L	LATEX BALLOON	LATEX BALLOON	\$21.50	2	0.04%
B-M	MYLAR BALLOON	MYLAR BALLOON	\$66.00	8	0.13%
<b>Category Total</b>			<b>\$177.50</b>	<b>28</b>	<b>0.36%</b>
<b>Blooming Plants</b>					
BP-AZ	AZALEA	AZALEA	\$69.94	2	0.14%
BP-BEG	BEGONIA	BEGONIA	\$24.50	1	0.05%
BP-BP	BASKET PLANTERS	BASKET PLANTERS	\$374.94	7	0.75%
BP-GEN	BLOOMING PLANT-	BLOOMING PLANT-	\$617.50	16	1.24%
BP-HYG	HYDRANGEAS	HYDRANGEAS	\$460.00	21	0.92%
BP-KAL	KALANCHOE	KALANCHOE	\$47.50	5	0.10%
BP-OR	ORCHID	ORCHID	\$89.00	1	0.18%
<b>Category Total</b>			<b>\$1,683.38</b>	<b>53</b>	<b>3.38%</b>

**Product Sales Report by Date by Occasion by Product Summary Report**

The Sales by Date, Occasion, and Product – Summary report lists inventory, wire out, and total sales by occasion for a specified sale or delivery date or date range.



**Figure 19-41: Product Sales Report – Sales by Date, Occasion, and Product – Summary****Product Sales Report by Date by Occasion by Product****MARGIE'S FLOWERS**

Sale Date 01/11/2008 - 02/11/2008

All Categories

Occasion	Inventory Sales		Wire Out Sales		Total Sales	
	Sales Amt.	%	Sales Amt.	%	Sales Amt.	%
<b><u>MARGIE'S FLOWERS</u></b>						
Sympathy	6,685.01	13.9%	437.60	27.3%	7,122.61	14.3%
Illness	6,328.18	13.1%	230.99	14.4%	6,559.17	13.2%
Birthday	6,018.72	12.5%	70.00	4.4%	6,088.72	12.2%
Business Gifts	89.99	0.2%	0.00	0.0%	89.99	0.2%
Holiday	12,025.32	25.0%	171.98	10.7%	12,197.30	24.5%
Maternity	1,388.13	2.9%	175.94	11.0%	1,564.07	3.1%
Anniversary	1,335.84	2.8%	40.00	2.5%	1,375.84	2.8%
Other	14,285.03	29.7%	474.07	29.6%	14,759.10	29.7%
Store Total	48,156.22	100.0%	1,600.58	100.0%	49,756.80	100.0%
<b><u>ALL STORES</u></b>						
Grand Total	48,156.22	100.0%	1,600.58	100.0%	49,756.80	100.0%

**Product Sales Report by Date by Occasion by Product Detail Report**

The Sales by Date, Occasion, and Product – Detail report is sorted by occasion:

**Figure 19-42: Product Sales Report – Sales by Date, Occasion, and Product – Detail****Product Sales Report by Date by Occasion by Product****MARGIE'S FLOWERS**

Sale Date 01/11/2008 - 01/14/2008

All Categories

Occasion	Prod Code	Name	Description	Total Sales	
				Sales Amt.	%
<b><u>MARGIE'S FLOWERS</u></b>					
<b><u>Sympathy</u></b>					
			VASE ARR....from our web site.....Elegant Tribute□		
A-V		VASE ARR.	Customer would like white lilles	110.00	2.8%
BP-GEN		BLOOMING PLANT-	BLOOMING PLANT-	55.00	1.4%
C33-2960		The FTD White Assortment Basket		49.99	1.3%
C6-3067		The FTD Festive Wishes Bouquet		24.99	0.6%
FB		FRUIT BASKET	FRUIT BASKET	144.98	3.7%
S21-3156		The FTD Quiet Tribute Standing Spray		136.49	3.5%
WIRE		Wire		60.01	1.5%
<b>Occasion Total:</b>				<b>581.46</b>	<b>15.0%</b>

## Generating Product Sales Reports

**TASK** To generate the Product Sales Report:

- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Product Sales Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 Complete the options on the **Product Sales Report** window.
- 6 Click **Finish**. The report generates and opens in Excel.
- 7 To print your report from Excel, on the **File** menu, click **Print**.
- 8 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Product Sales Report Window

The **Product Sales Report** window allows you to configure settings for the Product Sales report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-43: Product Sales Report Window**

The screenshot shows the 'FTD Mercury - Product Sales Report' dialog box. It features a 'Select Store' dropdown menu currently set to 'All Stores'. Below this are three radio button options under 'Product Report': 'Product List', 'Sales by Product Code', and 'Sales by Date, Occasion and Product' (which is selected). The 'Report Type' section has 'Detail Report' and 'Summary Report' (selected) radio buttons, along with a 'Product Categories' dropdown menu showing 'All Categories', 'Balloon', and 'Cards'. The 'Sale Type' section includes 'Inventory' (selected), 'WireOut', and 'Both' radio buttons. The 'Date Range' section has 'Start Date' and 'End Date' dropdown menus, with values '2 / 4 /2008' and '3 / 4 /2008' respectively. The 'Date Type' section has 'Delivery Date' (selected) and 'Sale Date' radio buttons. At the bottom of the window are 'Finish' and 'Cancel' buttons.

The Product Sales Report window contains the following settings.

**Table 19-17: Product Sales Report Window Settings**

Setting	Description
<b>Select Store</b>	From this list, select the store for which you want to generate the report. If you have multiple stores, you can select All Stores.
<b>Product Report</b>	Select whether you want to generate a Product List report, a Sales by Product Code report, or Sales by Date, Occasion, and Product report.
<b>Report Type</b>	Select whether you want to generate a detail report or a summary report.
<b>Product Categories</b>	Select whether you to include all product categories in the report or select product categories from the list to include.
<b>Sale Type</b>	Select whether you want to include inventory, wire out, or both sale types in your report.
<b>Start Date</b>	Enter the start date for this report.
<b>End Date</b>	Enter the end date for this report.
<b>Date Type</b>	<p>If you selected Sales by Product Code or Sales by Date, Occasion and Product, you need to specify the date types you want to include in the report. You can select one of the following:</p> <ul style="list-style-type: none"> <li>» <b>Delivery Date</b>—when this is selected, orders completed with a delivery date within the date range selected for the report will be included.</li> <li>» <b>Sale Date</b>—when this is selected, orders completed within the date range selected for the report will be included.</li> </ul>

## Reciprocity Report

The **Reciprocity Report** provides you with an analysis of your reciprocity statistics by wire service. It prints the total number of orders and the dollar amount of orders that you have sent and received for each shop code for the month in which the order messages were sent.

**Figure 19-44: Reciprocity Report**

<b>Reciprocity Report</b> <b>Wire Type: FTD</b> for April 2002							
Member Number	Shop Name	Orders Sent		Orders Received		Differential	
		Count	Amount	Count	Amount	Count	Amount
90-0134AW	JENNIE'S FLOWERS & GIFTS	2	92.50	0	0.00	-2	-92.50
90-9999AA	BOB'S FLORIST	1	45.10	0	0.00	-1	-45.10
90-1234AA	ALICE'S GREENHOUSE	0	0.00	1	65.10	1	65.10
90-2345AA	THE FLOWER SHOP	2	82.00	4	196.10	2	114.00
				Count	5	Grand Total	41.50

## Generating a Reciprocity Report

**TASK** To generate a Reciprocity Report:

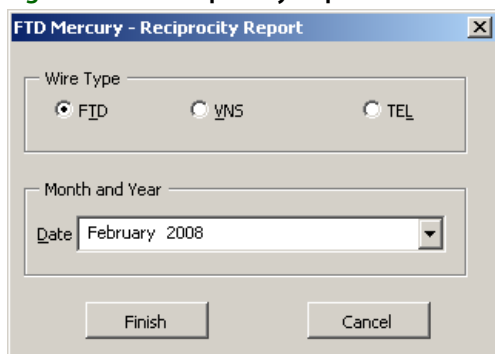
- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.

- 3 Double-click on the **Reciprocity Report** icon to open the template.
- 4 If a window opens asking whether you want to enable or disable macros, click **Enable Macros**.
- 5 In the **Wire Type** area, select the wire service for the florists that you want to print reciprocity statistics.
- 6 In the **Date** field, click the arrow and select the date through which you want to print reciprocity statistics.
- 7 Click **Finish**. The report opens in Microsoft Excel.
- 8 To print your report from Excel, on the **File** menu, click **Print**.
- 9 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Reciprocity Report Window

The **Reciprocity Report** window allows you to configure settings for your Reciprocity report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-45: Reciprocity Report Window**



The Reciprocity Report window contains the following settings.

**Table 19-18: Reciprocity Report Window Settings**

Setting	Description
<b>Wire Type</b>	Select the wire service for which you want to generate the reciprocity statistics.
<b>Month and Year</b>	Select the month and year for this report.

## Report of Orders Filled

The **Report of Orders Filled** lists all incoming orders that you filled and entered in your system over a chosen delivery date or date range. The report also provides the grand total number of orders filled and the dollar amount associated with the orders.

Figure 19-46: Report of Orders Filled

<b>Report of Orders Filled</b>						
Shop Code: 90-0134AQ						
05/22/2002 through 05/30/2002						
Report# 200005301313						
#	Sending Number	Delivery Date	Recipient Name	Occasion Code	Dollar Amount	Status
1	90-0001AF	5/22/00	Nancy Martin	Birthday	45.10	Sent
2	90-0001AF	5/27/00	Peter Neufeld	Birthday	25.10	Sent
3	90-0001AF	5/30/00	Suzie Rizzio	Anniversary	50.00	Sent
				<b>Count</b>	<b>3</b>	
					<b>Grand Total</b>	<b>120.00</b>

## Generating the Report of Orders Filled

**TASK** To generate the Report of Orders Filled:

- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Report Orders Filled** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Selection Type** section, select whether you want to display orders filled by **Shop Code** or **Wire Service**.
- 6 If you selected **Shop Code** in the **Selection Type** section, click the arrow in the **Shop Code** field and select the shop for which you want to print orders filled. If you want to print orders filled for all shop codes, select **All Shop Codes**.
- 7 If you selected **Wire Service** in the **Selection Type** section, click the arrow in the **Wire** field and select the wire service for which you want to print orders filled. If you want to print orders filled for all wire services, select **All Wire Services**.
- 8 In the **Delivery Date Range** section, select the start and end dates for the delivery dates.
- 9 Click **Finish**. The report generates and opens in Excel.
- 10 To print your report from Excel, on the **File** menu, click **Print**.
- 11 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Report of Orders Filled Window

The **Report of Orders Filled** window allows you to configure settings for the Report of Orders Filled.

**Figure 19-47: Report of Orders Filled Window**

The Report of Orders Filled window contains the following settings.

**Table 19-19: Report of Orders Filled Window Settings**

Setting	Description
<b>Selection Type</b>	Select to report on orders by shop code or wire service.
<b>Shop Code</b>	If you selected to report on orders by shop code, select the code for the orders to include in the report or select to include all codes.
<b>Wire</b>	If you selected to report on orders by wire service, select the wire service for the orders to include in the report or select to include all wire service types.
<b>Delivery Date Range</b>	Select the delivery start and end dates to be included in the report.

## Sales by Referral Code Report

The **Sales By Referral Code** report lists total sales by referral code for a given sales date or date range. Referral codes are entered in Order Entry or Point of Sale in the payment screen at the time of sale. If a referral code is not entered at the time of sale, the referral code from the **Customer Detail Information** window is used (the customer detail that is accessed through a customer search). All Order Entry and Point of Sale transactions are included on the report.

- » The **Summary Report** lists each referral code and the total dollar amount of sales generated from each referral code. It then lists a grand total for all referral codes.
- » The **Detail Report** lists each customer with the given referral code, and the dollar amount that the customer has spent for the given date range.

Figure 19-48: Sales By Referral Code Report - Detail

Sales by Referral Code				
Leslie's Flowers and Gifts				
04/08/2002 - 04/08/2002				
Sort By: Sort Name				
Detail				
Marketing criteria: Account Type (Personal)				
Cust No.	Customer Name	Phone No.	Total	
<u>Leslie's Flowers and Gifts</u>				
Friend				
AhernKa	Kari Ahern	630-555-2829	49.02	
HolzeJa	Jaime Holzer	630-555-0219	55.30	
JonesPa	Paul Jones	630-555-7783	29.01	
MaysCa	Carrie Mays	630-555-5590	5.59	
MilleCh	Chris Miller	630-555-2091	133.10	
SubTotal:			272.02	
Newspaper				
CarreJe	Jennifer Carrey	630-555-0092	96.89	
JohnsLe	Leslie Johnson	630-555-7391	55.13	
RodriJo	Joe Rodriguez	630-555-3019	121.40	
ScanlMe	Melissa Scanlon	630-555-8820	44.89	
WhiteHo	Hollie White	630-555-4092	79.35	
SubTotal:			397.56	
TV Ad				
BrownJo	John Brown	630-555-2900	239.68	
CarreLi	Linda Carrey	630-555-3499	101.45	
Rosinni	Rosinni's Restaurant	630-555-3333	98.34	
SubTotal:			439.47	
Other				
BrennJe	Jeff Brenner	630-555-5783	102.20	
OMailCa	Carrie O'Malley	630-555-3579	33.90	
PatakLe	Les Pataki	630-555-9761	87.75	
ResenAm	Amie Resendiz	630-555-4730	79.99	
SbragLi	Lisa Sbragia	630-555-3760	201.45	
SkobeCa	Carol Skobel	630-555-3892	34.76	
SmithKr	Kristie Smith	630-555-9827	33.90	
ZeskiEd	Ed Zeskie	630-555-3792	138.09	
SubTotal:			712.04	
Total:			1,821.09	

Figure 19-49: Sales By Referral Code Report - Summary

Sales By Referral Code	
Leslie's Flowers and Gifts	
04/08/2002 - 04/08/2002	
Sort By: Sort Name	
Summary	
Marketing criteria: Account Type (Personal)	
Referral Code	Total
<u>Leslie's Flowers and Gifts</u>	
Friend	272.02
Newspaper	397.56
TV Ad	439.47
Other	712.04
<b>Total:</b>	<b>1,821.09</b>

## Generating the Sales by Referral Code Report

**TASK** To generate the Sales by Referral Code report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click the **Mercury Forms** icon on your desktop.
- 3 Double-click on the **Sales by Referral Code Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable macros, click **Enable Macros**.
- 5 If you receive the message "This application is about to initialize ActiveX controls..." click **OK**.
- 6 In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
- 7 In the **Start Date** field of the **Date Range** section, click the arrow and choose the date on which you wish to start analyzing sales information. In the **End Date** field, click the arrow and choose the date on which you wish to end analyzing sales summary information.
- 8 In the **Report Type** area, select if you want to print the **Detail Report** or **Summary Report**.
- 9 If you want to print customers with particular marketing types, click **Marketing Criteria Selection** so that a check mark appears (otherwise leave this option unchecked). This allows you to filter customer information so that, for example, you can print only Business accounts in the report. (If this area is blank, it means that you have no marketing categories set up. See [Marketing Screen](#) on page 24-21 for information on setting up these categories.)  
To select marketing categories to print, first click on a category so that a drop-down arrow displays. Click this arrow to display a drop-down list of marketing types. Then check which types you want to print.  
To print only customers with no marketing information specified in the **Customer Detail Information** window, first check the **Marketing Criteria Selection** option so that a check mark appears, then check **Customers with No Marketing Criteria**.
- 10 Select how you want to sort the report: by **Sort Name** (customer name), **Amount**, or **Last Purchase Date**.
- 11 Click **Finish**.
- 12 To print your report from Excel, on the **File** menu, click **Print**.
- 13 If you want to save the report from Excel, on the **File** menu, click **Save**.



## Sales by Referral Code Report Window

The **Sales by Referral Code Report** window allows you to configure settings for the Sale by Referral Code report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-50: Sales by Referral Code Report Window**

The Sales by Referral Code Report window contains the following settings.

**Table 19-20: Sales by Referral Code Report Window Settings**

Setting	Description
<b>Select Store</b>	From this list, select the store for the report. If you have multiple stores, you can select All Stores.
<b>Date Range</b>	Select the sales start and end dates for the report.
<b>Report Types</b>	Select whether you are generating the Detail or Summary report.
<b>Marketing Criteria Selection</b>	If you select this option, you can filter the report so it includes customers with specific marketing criteria or no marketing criteria. If you select Customers with Marketing Criteria, you can select the marketing categories to include.
<b>Sort Option</b>	You can select to sort the report by Sort Name, the Last Purchase Date, or by Amount.

## Sales Summary Report

The **Sales Summary** report summarizes total completed sales for your store for a given sale or delivery date or date range. Information in the Sales Summary is reported on an accrual basis. Because the Sales Summary reports information by statement categories, such as merchant amount, delivery charge, or discount amounts, information in the Sales Summary is comparable to information in the Sales Tax report, if the Sales Tax report is run on an accrual basis for the same reporting period and date type (delivery date or sale date).

The Sales Summary report has several parts.

- » **Order Entry/Manual** - shows total sales, gift certificates purchased and redeemed, outgoing and incoming sales according to wire service, and payments received for Order Entry and manual tickets.
- » **POS** - shows total sales, gift certificates purchased and redeemed, outgoing and incoming sales according to wire service, and payments received for Point of Sale. In order for this section of the report to appear, you must be configured to use POS.
- » **Total Sales** - shows combined totals for Order Entry/manual tickets and Point of Sale.
- » **Other** - shows finance charges and manual entry for POS systems that are not part of FTD Mercury.
- » **Store Transfers** - lists store transfers. In order for data to appear in this section of the report, store transfer journal entries must have been created. For more information, see [Store Transfers Screen](#) on page 24-22.

### Order Entry/Manual, POS, and Total Sales

These sections of the report show the number of sales, merchant product charge, other chargers, coupons, discounts, and tax for total sales as well as for subcategories such as gift certificates, wire sales, and payments received.

Figure 19-51: Sales Summary Report Order Entry/Manual Section

Sales Summary Report  
MARGIE'S FLOWERS  
02/06/2008 - 03/06/2008  
Date Type - Delivery Date

Order Entry/Manual	Units	Merch Amount	Delivery Charges	Relay Charges	Service Charges	Coupons	Discount Amount	Total Without Tax	Sales Tax	Total	(%) Percentage
<b>Total Sales Summary</b>											
Cash Sales	2	38.95	10.00	0.00	0.00	0.00	0.00	48.95	0.00	48.95	2.92
House Charge Sales	26	1,266.93	206.14	7.95	0.00	0.00	0.04	1,480.98	0.00	1,480.98	100.00
Manual Ticket Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Card Sales	99	5,421.37	914.87	26.30	5.00	0.00	0.00	6,367.54	0.00	6,367.54	56.00
Preauthorized Credit Card Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Incoming Wire Sales	658	34,883.92	6,914.00	0.00	0.00	0.00	0.00	41,797.92	0.00	41,797.92	95.14
<b>Total Sales</b>	<b>785</b>	<b>41,611.17</b>	<b>8,045.01</b>	<b>34.25</b>	<b>5.00</b>	<b>0.00</b>	<b>0.04</b>	<b>49,695.39</b>	<b>0.00</b>	<b>49,695.39</b>	<b>85.00</b>
<b>Gift Certificate/Card Summary</b>											
Total Gift Certificates Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificate/Cards Purchased</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
Total Gift Certificates Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificates/Cards Redeemed</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Total Outgoing Sales</b>											
Total Outgoing Sales	5	224.92	66.96	15.90	0.00	0.00	0.00	307.78	0.00	307.78	37.33
Total Pending Outgoing Sales	2	86.90	15.00	18.35	0.00	0.00	0.00	120.25	0.00	120.25	100.00
<b>Total Local Sales</b>	<b>778</b>	<b>41,299.35</b>	<b>7,963.05</b>	<b>0.00</b>	<b>5.00</b>	<b>0.00</b>	<b>0.04</b>	<b>49,267.36</b>	<b>0.00</b>	<b>49,267.36</b>	<b>85.66</b>
<b>Incoming Sales Summary</b>											
FTD	614	32,526.01	6,494.50	0.00	0.00	0.00	0.00	39,020.51	0.00	39,020.51	95.13
TEL	44	2,357.91	419.50	0.00	0.00	0.00	0.00	2,777.41	0.00	2,777.41	95.27
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Incoming Sales	658	34,883.92	6,914.00	0.00	0.00	0.00	0.00	41,797.92	0.00	41,797.92	95.14
<b>Outgoing Wire Summary</b>											
FTD	5	224.92	66.96	15.90	0.00	0.00	0.00	307.78	0.00	307.78	37.33
TEL	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Outgoing Sales	5	224.92	66.96	15.90	0.00	0.00	0.00	307.78	0.00	307.78	37.33
<b>Payments Received</b>											
Cash & Check Payments	8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	663.90	0.00
Credit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gift Certificate Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Write Offs	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Payments</b>	<b>8</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>663.90</b>	<b>0.00</b>

Figure 19-52: Sales Summary Report POS Section

**Sales Summary Report**  
MARGIE'S FLOWERS  
02/06/2008 - 03/06/2008  
Date Type - Delivery Date

POS	Units	Merch Amount	Delivery Charges	Relay Charges	Service Charges	Coupons	Discount Amount	Total Without Tax	Sales Tax	Total	(%) Percentage
<b>Total Sales Summary</b>											
Cash Sales	65	1,589.22	37.50	7.95	0.00	0.00	5.50	1,629.17	0.00	1,629.17	97.08
House Charge Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manual Ticket Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Card Sales	108	4,759.62	199.75	63.75	0.00	0.00	19.90	5,003.22	0.00	5,003.22	44.00
Debit Card Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Incoming Wire Sales	36	1,750.59	384.50	0.00	0.00	0.00	0.00	2,135.09	0.00	2,135.09	4.86
<b>Total Sales</b>	209	8,099.43	621.75	71.70	0.00	0.00	25.40	8,767.48	0.00	8,767.48	15.00
<b>Gift Certificate/Card Summary</b>											
Total Gift Certificates Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificate/Cards Purchased</b>	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Certificates Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificates/Cards Redeemed</b>	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Outgoing Sales	7	399.57	45.45	71.70	0.00	0.00	0.00	516.72	0.00	516.72	62.67
Total Pending Outgoing Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Local Sales</b>	202	7,699.86	576.30	0.00	0.00	0.00	25.40	8,250.76	0.00	8,250.76	14.34
<b>Incoming Sales Summary</b>											
FTD	33	1,641.09	356.00	0.00	0.00	0.00	0.00	1,997.09	0.00	1,997.09	4.87
TEL	3	109.50	28.50	0.00	0.00	0.00	0.00	138.00	0.00	138.00	4.73
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Incoming Sales</b>	36	1,750.59	384.50	0.00	0.00	0.00	0.00	2,135.09	0.00	2,135.09	4.86
<b>Outgoing Wire Summary</b>											
FTD	7	399.57	45.45	71.70	0.00	0.00	0.00	516.72	0.00	516.72	62.67
TEL	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Outgoing Sales</b>	7	399.57	45.45	71.70	0.00	0.00	0.00	516.72	0.00	516.72	62.67
<b>Payments Received</b>											
Cash & Check Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gift Certificate Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Write Offs	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Payments</b>	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Figure 19-53: Sales Summary Report Total Sales Section

**Sales Summary Report**  
MARGIE'S FLOWERS  
02/06/2008 - 03/06/2008  
Date Type - Delivery Date

Total Sales	Units	Merch Amount	Delivery Charges	Relay Charges	Service Charges	Coupons	Discount Amount	Total Without Tax	Sales Tax	Total	(%) Percentage
<b>Total Sales Summary</b>											
Cash Sales	67	1,628.17	47.50	7.95	0.00	0.00	5.50	1,678.12	0.00	1,678.12	100.00
House Charge Sales	26	1,266.93	206.14	7.95	0.00	0.00	0.04	1,480.98	0.00	1,480.98	100.00
Manual Ticket Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Memos	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Credit Card Sales	207	10,180.99	1,114.62	90.05	5.00	0.00	19.90	11,370.76	0.00	11,370.76	100.00
Debit Card Sales	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Incoming Wire Sales	694	36,634.51	7,298.50	0.00	0.00	0.00	0.00	43,933.01	0.00	43,933.01	100.00
<b>Total Sales</b>	994	49,710.60	8,666.76	105.95	5.00	0.00	25.44	58,462.87	0.00	58,462.87	100.00
<b>Gift Certificate/Card Summary</b>											
Total Gift Certificates Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Purchased	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificate/Cards Purchased</b>	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Certificates Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Gift Cards Redeemed	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Certificates/Cards Redeemed</b>	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Outgoing Sales	12	624.49	112.41	87.60	0.00	0.00	0.00	824.50	0.00	824.50	100.00
Total Pending Outgoing Sales	2	86.90	15.00	18.35	0.00	0.00	0.00	120.25	0.00	120.25	100.00
<b>Total Local Sales</b>	980	48,999.21	8,539.35	0.00	5.00	0.00	25.44	57,518.12	0.00	57,518.12	100.00
<b>Incoming Sales Summary</b>											
FTD	647	34,167.10	6,850.50	0.00	0.00	0.00	0.00	41,017.60	0.00	41,017.60	100.00
TEL	47	2,467.41	448.00	0.00	0.00	0.00	0.00	2,915.41	0.00	2,915.41	100.00
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Incoming Sales</b>	694	36,634.51	7,298.50	0.00	0.00	0.00	0.00	43,933.01	0.00	43,933.01	100.00
<b>Outgoing Wire Summary</b>											
FTD	12	624.49	112.41	87.60	0.00	0.00	0.00	824.50	0.00	824.50	100.00
TEL	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
AFS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
VNS	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
BLM	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Outgoing Sales</b>	12	624.49	112.41	87.60	0.00	0.00	0.00	824.50	0.00	824.50	100.00
<b>Payments Received</b>											
Cash & Check Payments	8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	663.90	100.00
Credit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Debit Card Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gift Certificate Payments	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Write Offs	0	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Payments</b>	8	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	663.90	100.00

The Sales Summary report Order Entry/Manual, POS, and Total Sales sections contain the following fields.

**Table 19-21: Sales Summary Report Order Entry/Manual, POS, and Total Sales Sections Field Descriptions**

Column	Description
<b>Units</b>	Number of sales of a given type.
<b>Merch Amount</b>	Value of the statement category Product Amount for the sales of a given type.
<b>Delivery Charges</b>	Value of the statement category Delivery Charge for the sales of a given type.
<b>Relay Charges</b>	Value of the statement category Relay Charge for the sales of a given type.
<b>Service Charges</b>	Value of the statement category Service Charge for the sales of a given type.
<b>Coupons</b>	Value of the statement category Coupon for the sales of a given type.
<b>Discount Amount</b>	Value of the statement category Discounts for the sales of a given type.
<b>Total Without Tax</b>	Sum of the sales' merchant amount, delivery charge, relay charge, and service charges less discount and coupon amounts.
<b>Sales Tax</b>	Value of sales tax for the sales of a given type.
<b>Total</b>	Sum of Total without Tax and Sales Tax for the sales of a given type.
<b>Percentage</b>	Percent of total sales that the row represents.
<b>Total Sales Summary</b>	Summarizes total sales by payment method.  <b>NOTE:</b> When debit cards are entered in Order Entry, the sales is reported under Preauthorized Credit Card Sales. When debit cards are used in POS, the sale is reported under Debit Cards.
<b>Gift Certificate/Card Summary</b>	Summary of sales in which gift cards and gift certificates were purchased and redeemed.
<b>Total Outgoing Sales</b>	Summary of outgoing sales.
<b>Total Pending Outgoing Sales</b>	Summary of outgoing sales that are waiting to be transmitted.
<b>Total Local Sales</b>	Summary of local sales.
<b>Incoming Sales Summary</b>	Summarizes incoming wire sales by wire service, including phoned in orders.
<b>Outgoing Wire Summary</b>	Summarizes outgoing wire sales by wire service. Includes statement category types of product and delivery.
<b>Payments Received</b>	For amounts received for house account payments.

**IMPORTANT** When gift cards and gift certificates are purchased, the method of payment used is included in the Sales Summary report, and the number of these items purchased is included as well. However, because gift cards and gift certificates are prepayments for future sales, their values are only included in local or wire out sales totals when they are redeemed.

## Other Section

The Other section of the Sales Summary report shows the total finance charges if statements were run. It also shows the number of sales, merchant product charge, other chargers, coupons, discounts, and tax for manual Point of Sale transactions.

**Figure 19-54: Sales Summary Report Other Section**

Sales Summary Report MARGIE'S FLOWERS 02/06/2008 - 03/06/2008 Date Type - Delivery Date										
Other	Units	Merch Amount	Delivery Charges	Relay Charges	Service Charges	Coupons	Discount Amount	Total Without Tax	Sales Tax	Total
Total Finance Charges	0									0.00
Total POS Manual Entries		0.00							0.00	0.00

## Store Transfer Section

The Store Transfer section of the Sales Summary report shows sales transferred and sales received from transferred orders.

**Figure 19-55: Sales Summary Report Store Transfer Section**

Sales Summary Report MARGIE'S FLOWERS 02/06/2008 - 03/06/2008 Date Type - Delivery Date										
STORE TRANSFERS	Units	Merch Amount	Delivery Charges	Less Discounts	Total					
Value of Sales Transferred to Other Stores	0	0.00	0.00	0.00	0.00					
Income Retained	0	0.00	0.00	0.00	0.00					
<b>Total Revenue Transferred</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>					
Value of Sales Received from Other Stores	0	0.00	0.00	0.00	0.00					
Commissions Paid	0	0.00	0.00	0.00	0.00					
<b>Total Revenue Received</b>	<b>0</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>					

The Sales Summary report Store Transfer section contains the following fields.

**Table 19-22: Sales Summary Report Store Transfer Field Descriptions**

Column	Description
<b>Units</b>	Number of sales transferred to or from other stores.
<b>Merch Amount</b>	Value of the statement category Product Amount for the sales transferred to or from other stores. For Income Retained, Merchant Amount is calculated as the value of the statement category for Product Amount less the filling percentage.
<b>Delivery Charges</b>	Value of the statement category Delivery Charge for the sales transferred to or from other stores. For Income Retained, Delivery Charge is calculated as the value of the statement category for Delivery Charge less the filling percentage.
<b>Less Discounts</b>	Value of discounts applied to Merchant Amount or Delivery Charges on sales transferred to or from other stores.
<b>Total</b>	Value of transfers to and from other stores calculated as Merchant Amount plus Delivery Charges less Discounts.
<b>Value of Sales Transferred to Other Stores</b>	Value of merchant amount, delivery charge, and discount that the store transfers to other stores.

**Table 19-22: Sales Summary Report Store Transfer Field Descriptions (cont.)**

Column	Description
<b>Income Retained</b>	Value of merchant amount, delivery charge, and discount that the store retains. Calculated by reducing the values of sales transferred by a filling percentage.
<b>Total Revenue Transferred</b>	Value of sales transferred less income retained.
<b>Value of Sales Received from Other Stores</b>	Value of merchant amount, delivery charge, and discount that the store receives from other stores.
<b>Commissions Paid</b>	Value of merchant amount, delivery charge, and discount that the store receives for sales transferred to the store. Calculated by multiplying the values of sales transferred by a selling commission.
<b>Total Revenue Received</b>	Value of merchant amount, delivery charge, and discounts received from sales transferred to the store less the commissions paid on sales transferred to other stores.

## Generating the Sales Summary Report

**TASK** To generate the Sales Summary report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Sales Summary Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable macros, click **Enable Macros**.
- 5 When the **Sales Summary Report** window opens:
  - a. In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
  - b. In the **Start Date** field of the **Sale Date Range** area, click the arrow and choose the date on which you wish to start analyzing sales summary information.
  - c. In the **End Date** field, click the arrow and choose the date on which you wish to end analyzing sales summary information.
  - d. Select if you want to print the report according to **Delivery Date** or **Sale Date**.
  - e. Click **Finish**. The report generates and opens in Excel.
- 6 To print your report from Excel, on the **File** menu, click **Print**.
- 7 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Sales Summary Report Window

The **Sales Summary Report** window allows you to configure settings for the Sales Summary Report. When you have finished configuring settings, click **Finish** to generate the report and open it in Microsoft Excel.

**Figure 19-56: Sales Summary Report Window**



The Sales Summary Report window contains the following settings.

**Table 19-23: Sales Summary Report Window Settings**

Setting	Description
Select Store	From this list, select the store you want to use for the report. If you are set up as a multi-store shop, you can also select All Stores.
Sale Date Range	Select the start and end dates to use to analyze sales summary information.
Date Type	Select whether you want to print the report according to Delivery Date or Sale Date.

## Sales Tax Report

The **Sales Tax** report is used to provide information to assist in completing the monthly sales tax report that you are required to file with your state or province. Although this report is beneficial in many states, each state is required to file different reports.

The **Sales Tax** report is sorted by **Taxable Sales** and **Non Taxable Sales**, and the sales tax paid for each tax code. Tax figures can be based on either delivery or sale dates. The sales tax is calculated according to the rate that you define in Mercury Administration.

You can select whether you want to print by **Accrual** or **Cash Basis**. Accrual includes dollar amounts for house account charges that have not yet been paid. Cash Basis only includes actual cash that you have received.



Figure 19-57: U.S. Sales Tax Report

<b>Sales Tax Report</b>						
Doc's Blooms Chicago						
July 2006 - July 2006						
Type: Accrual by Delivery Date						
Shop Name	Tax Type	Tax Code	Description	Amount	Sales Tax	Total w/Tax
<b>Doc's Blooms Chicago</b>						
<b>Taxable Sales</b>						
		IL			7.25 %	
			Product Amount	5,040.75	365.69	5,406.44
			SubTotal	5,040.75	365.69	5,406.44
		<b>Taxable Sales Summary</b>				
			Product Amount	5,040.75	365.69	5,406.44
<b>Taxable Sales</b>			<b>Total Tax Collected:</b>	<b>5,040.75</b>	<b>365.69</b>	<b>5,406.44</b>
<b>Non Taxable Sales</b>						
		NT			0.00 %	
			Product Amount	143.00	0.00	143.00
			SubTotal	143.00	0.00	143.00
		TE			0.00 %	
			Product Amount	723.36	0.00	723.36
			Service Charge	168.00	0.00	168.00
			Relay Charge	49.00	0.00	49.00
			Delivery Charge	1,529.00	0.00	1,529.00
			SubTotal	2,469.36	0.00	2,469.36
		<b>Non Taxable Sales Summary</b>				
			Product Amount	866.36	0.00	866.36
			Service Charge	168.00	0.00	168.00
			Relay Charge	49.00	0.00	49.00
			Delivery Charge	1,529.00	0.00	1,529.00
<b>Non Taxable Sales</b>			<b>Total Tax Collected:</b>	<b>2,612.36</b>	<b>0.00</b>	<b>2,612.36</b>
<b>Store Total</b>			<b>Grand Total</b>	<b>7,653.11</b>	<b>365.69</b>	<b>8,018.80</b>

If your system is set up as Canadian, the Sales Tax report will contain a section called Additional Tax Items. In it, taxes on commissions earned and taxes on orders received will be broken out based on information entered in the Canadian Sales Tax window. Additionally, there will be a section for Input Tax Credits, based on Point of Sale paid out transactions, taxes paid to the filling florists, taxes paid on commissions, taxes paid on fees and services, and taxes paid on Accounts Payable invoices.

Figure 19-58: Canadian Sales Tax Report

Sales Tax Report							
Doc's Blooms Nova Scotia							
August 2006 - August 2006							
Type: Accrual by Delivery Date							
Shop Name	Tax Type	Tax Code	Description	Amount	GST/HST	PST/QST	Total w/ Tax
<b>Doc's Blooms Nova Scotia</b>							
<b>Taxable Sales</b>							
		<b>HST</b>			<b>14.00 %</b>	<b>0.00 %</b>	
			Product Amount	230.00	32.20	0.00	262.20
			Delivery Charge	56.00	7.84	0.00	63.84
			SubTotal	286.00	40.04	0.00	326.04
			<b>Taxable Sales Summary</b>				
			Product Amount	230.00	32.20	0.00	262.20
			Delivery Charge	56.00	7.84	0.00	63.84
<b>Taxable Sales</b>			<b>Total Tax Collected:</b>	<b>286.00</b>	<b>40.04</b>	<b>0.00</b>	<b>326.04</b>
<b>Non Taxable Sales</b>							
		<b>NT</b>			<b>0.00 %</b>	<b>0.00 %</b>	
			Product Amount	137.00	0.00	0.00	137.00
			Delivery Charge	72.00	0.00	0.00	72.00
			SubTotal	209.00	0.00	0.00	209.00
			<b>Non Taxable Sales Summary</b>				
			Product Amount	137.00	0.00	0.00	137.00
			Delivery Charge	72.00	0.00	0.00	72.00
<b>Non Taxable Sales</b>			<b>Total Tax Collected:</b>	<b>209.00</b>	<b>0.00</b>	<b>0.00</b>	<b>209.00</b>
<b>Additional Tax Items</b>							
			Tax on Commissions Earned (Canadian Outgoing Orders)		0.00		0.00
			Tax on Orders Received (Canadian Incoming Orders)		0.00		0.00
<b>Additional Tax Items</b>			<b>Total Tax Collected:</b>		<b>0.00</b>		<b>0.00</b>
<b>Store Total</b>			<b>Grand Total Tax Collected:</b>	<b>495.00</b>	<b>40.04</b>	<b>0.00</b>	<b>535.04</b>
<b>Input Tax Credits</b>							
			Paid Outs		0.00		0.00
			Tax Paid to Filling Florist (Canadian Outgoing Orders)		0.00		0.00
			Tax Paid on Commissions (Canadian Incoming Orders)		0.00		0.00
			GST/HST Taxes Paid on Fees or Services		50.00		50.00
			GST/HST Taxes Paid on AP Invoices		100.00		100.00
<b>Input Tax Credits</b>			<b>Less Input Tax Credit Total:</b>		<b>150.00</b>		<b>150.00</b>
<b>Store Total</b>			<b>Grand Total Tax Collected Less Input Tax Credits:</b>	<b>495.00</b>	<b>-109.96</b>	<b>0.00</b>	<b>385.04</b>

## Generating the U.S. Sales Tax Report

**TASK** To generate the Sales Tax report if you are a U.S. shop:

- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Sales Tax Report** icon to open the template.
- 4 If a window opens asking whether you wish you enable or disable macros, click **Enable Macros**.
- 5 When the **Sales Tax Report** window opens:
  - a. From the **Select Store** list, select the store for which you are generating the report. You can also select **All Stores** if you are configured as a multiple store shop.

- b. In the **Month and Year** area, select the starting and ending dates for the report. Data included in the report will start on the date you specify in the **Start** field and will include data up to and including data for the date you select in the **End** field.
  - c. In the **Type** area, select whether you want the data to be included based on **Accrual** or **Cash Basis**.
  - d. If you selected **Accrual** as the **Type**, in the **Date Types** area, select whether you want the dates to be based on delivery date or sales date.
  - e. Select **Delivery Date** or **Sale Date** to determine the date on which tax figures will be based.
  - f. Click **Finish**. The report generates and opens in Excel.
- 6 To print your report from Excel, on the **File** menu, click **Print**.
  - 7 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Generating the Canadian Sales Tax Report

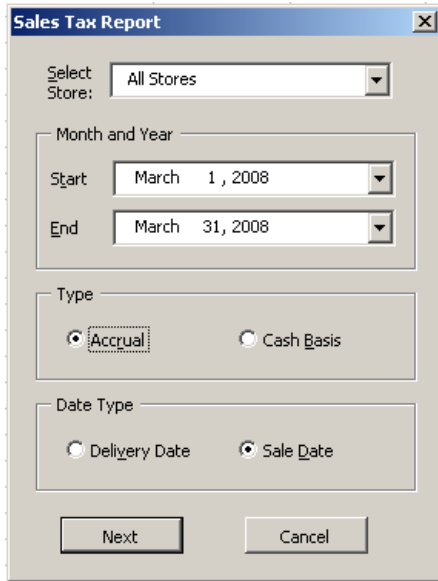
**TASK** To generate the Sales Tax report if you are a Canadian shop:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Sales Tax Report** icon to open the template.
- 4 If a window opens asking whether you wish you enable or disable macros, click **Enable Macros**.
- 5 When the **Sales Tax Report** window opens:
  - a. From the **Select Store** list, select the store for which you are generating the report. You can also select **All Stores** if you are configured as a multiple store shop.
  - b. In the **Month and Year** area, select the starting and ending dates for the report. Data included in the report will start on the date you specify in the **Start** field and will include data up to and including data for the date you select in the **End** field.
  - c. In the **Type** area, select whether you want the data to be included based on **Accrual** or **Cash Basis**.
  - d. If you selected **Accrual** as the **Type**, in the **Date Types** area, select whether you want the dates to be based on delivery date or sales date.
  - e. Select **Delivery Date** or **Sale Date** to determine the date on which tax figures will be based.
  - f. Click **Next**.
- 6 When the **Canadian Sales Tax** window opens, enter additional tax entries and/or input tax credits for wire service statements or accounts payable. Additional taxes entered in this window appear in the first column of the Sales Tax report, under the label defined as Federal Tax in Mercury Administration.
- 7 Click **Finish**. The report generates and opens in Excel.
- 8 To print your report from Excel, on the **File** menu, click **Print**.
- 9 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Sales Tax Report Window

Regardless of whether FTD Mercury is configured as a Canadian system or as a U.S. system, this window opens when you open the **Sales Tax Report** template. The settings you select determine the content of the Sales Tax report. For U.S. shops, when you click **Finish**, the report generates. For Canadian shops, clicking the **Next** button opens the **Canadian Sales Tax** window.

Figure 19-59: Sales Tax Report Window



The Sales Tax Report window contains the following settings.

Table 19-24: Sales Tax Report Settings

Setting	Description
<b>Select Store</b>	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a Sales Tax Report that includes data from all of your stores.
<b>Start</b>	Select the starting date for the report.
<b>End</b>	Select the ending date for the report.
<b>Type</b>	Select whether you want your report to include data based on one of the following types: <ul style="list-style-type: none"> <li>» <b>Accrual</b>—includes dollar amounts for house account charges that have not yet been paid. If you select this option, you need to specify the Date Types you want to include.</li> <li>» <b>Cash Basis</b>—only includes actual cash you have received.</li> </ul>
<b>Date Types</b>	If you selected Accrual as the Type, you need to specify the date types you want to include in the report. You can select one of the following: <ul style="list-style-type: none"> <li>» <b>Delivery Date</b>—when this is selected, orders completed with a delivery date within the months selected for the report will be included.</li> <li>» <b>Sale Date</b>—when this is selected, orders completed with an entry date within the months selected for the report will be included.</li> </ul>

## Canadian Sales Tax Window

When you are generating a Sales Tax report, and you are a Canadian shop, when you click **Next** on the **Sales Tax Report** window, the **Canadian Sales Tax** window opens. This window enables you to enter additional tax entries and/or input tax credits for wire service statements or accounts payable. Additional taxes entered in this window appear in the first column of the Sales Tax report, under the label defined as Federal Tax in Mercury Administration.

Tax amounts entered in this window are included in the totals generated on the Sales Tax report regardless of whether you selected **Accrual** or **Cash Basis** as the report type in the **Sales Tax Report** window.

**Figure 19-60: Canadian Sales Tax Window**

The Canadian Sales Tax window contains the following settings:

**Table 19-25: Canadian Sales Tax Window Settings**

Field	Description
<b>Store</b>	Displays the name of your store. You cannot change this setting from this window.
<b>Tax Paid to Filling Florist Canadian Outgoing Orders</b>	Enter the taxes paid to filling florists on outgoing orders within Canada. This value can be found on your FTD Clearinghouse Statement.
<b>Tax on Commissions Earned Canadian Outgoing Orders</b>	Enter the taxes on commissions earned on outgoing orders within Canada. This value can be found on your FTD Clearinghouse Statement.
<b>Tax on Orders Received Canadian Incoming Orders</b>	Enter the taxes on orders received for incoming orders within Canada. This value can be found on your FTD Clearinghouse Statement.
<b>Tax Paid on Commissions Canadian Incoming Orders</b>	Enter the taxes paid on commissions for incoming orders within Canada. This value can be found on your FTD Clearinghouse Statement.
<b>Misc. GST/HST Taxes Paid on Fees or Services</b>	Enter the miscellaneous GST or HST taxes paid on services and fees. This value can be found on your FTD Clearinghouse Statement.
<b>GST/HST Tax Paid on Business Related AP Invoices</b>	Enter the amount of GST or HST taxes paid on business-related accounts payable invoices. Usually, this value is calculated in stored in your accounting software. Consult your accountant for details on the value to enter.

# Standing Order Log Detail Report

The **Standing Order Log Detail Report** provides you with a list of every standing order template that has had orders generated from it during a selected delivery date range. Depending on the options selected in the FTD Mercury **Standing Order Log** window, this report may be sorted by customer, frequency, or store.

**Figure 19-61: Standing Order Log Detail Report**

**Standing Order Log**  
**Doc's Blooms Nova Scotia**  
Detail - By Customer  
7/10/2006 - 8/27/2006

Customer	Recipient	Total	Recurrence Pattern	Start Date	End Date	Template ID	Creation Date	Delivery Date	Status / Order Number	Store
Ray Johnson	Heather Lawrence	\$43.32	Daily	06/30/06	07/30/06	24	07/09/06	07/10/06	272	Doc's Blooms Nova Scotia
							07/09/06	07/11/06	273	
							07/09/06	07/12/06	274	
							07/09/06	07/13/06	275	
							07/09/06	07/14/06	276	
							07/09/06	07/15/06	277	
							07/09/06	07/16/06	278	
							07/16/06	07/17/06	279	
							07/16/06	07/18/06	280	
							07/16/06	07/19/06	281	
							07/16/06	07/20/06	282	
							07/16/06	07/21/06	283	
							07/16/06	07/22/06	284	
							07/16/06	07/23/06	285	
							07/23/06	07/24/06	286	
							07/23/06	07/25/06	287	
							07/23/06	07/26/06	288	
							07/23/06	07/27/06	289	
							07/23/06	07/28/06	290	
Laura Harris	Will Menard	\$43.32	Weekly	06/30/06	07/30/06	26	07/09/06	07/14/06	313	Doc's Blooms Nova Scotia
							07/16/06	07/21/06	314	
							07/23/06	07/28/06	315	
Jeff Jin	Jenny Jin	\$43.32	Weekly	07/01/06	07/26/06	29	07/09/06	07/15/06	335	Doc's Blooms Nova Scotia
							07/16/06	07/22/06	336	
Sarah Cramer	Janet Anderson	\$4.56	Weekly	08/05/06	09/02/06	30	07/09/06	07/15/06	337	Doc's Blooms Nova Scotia
							07/16/06	07/22/06	338	
							07/23/06	07/29/06	339	
							07/30/06	08/05/06	340	
							08/06/06	08/12/06	341	
08/13/06	08/19/06	342								

The **Standing Order Log Detail Report** contains the following information:

**Table 19-26: Standing Order Log Detail Report Columns**

Column	Description
<b>Customer</b>	The name of the customer with whom the standing order template is associated.
<b>Recipient</b>	The recipient of the orders generated by this standing order template.
<b>Total</b>	The total order price for each order generated by the standing order template.
<b>Recurrence Pattern</b>	The frequency at which the order recurs. This does not display any additional dates added to the standing order template, nor any dates removed.
<b>Start Date</b>	The start date of the standing order template, and the date on which the first order was (or is to be) delivered.
<b>End Date</b>	The date on which the standing order template will expire. This may be different than the Last Delivery Date.
<b>Template ID</b>	The ID of the standing order template in the system.

Table 19-26: Standing Order Log Detail Report Columns (cont.)

Column	Description
Creation Date	The date this order was or will be generated from the standing order template.
Delivery Date	The delivery date for this order.
Status/Order Number	Either the order number for this order, or the status of the order if it either has not been created yet (Pending) or if it could not be created (Failed).
Store	The store with which the standing order template is associated.

## Generating a Standing Order Log Detail Report

**TASK** To generate a Standing Order Log Detail report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Standing Order Log** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Standing Order Log** window, select the store for which you want to generate the report. You can also select **All Stores** to generate a report for all stores (if you are a multi-store shop).
- 6 Select whether you want the report sorted by **Customer**, **Frequency**, or **Store**.
- 7 In the **Report Type** area, select **Summary**.
- 8 In the **Date Range** area, specify the start and end dates for the range. Orders created from standing order templates during this date range will be included in the report.
- 9 Click **Finish**.
- 10 To print your report from Excel, on the **File** menu, click **Print**.
- 11 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Standing Order Report Window

The **Standing Order Report** window allows you to customize the Standing Order Log Summary and Standing Order Log Detail reports.

**Figure 19-62: Standing Order Report Window**



The Standing Order Report window contains the following settings.

**Table 19-27: Standing Order Report Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you are generating the Standing Order Log Summary report. If you are multi-store, you can also select All Stores to generate a combined list.
<b>Sort By</b>	Select whether you want to sort the report by customer, store, or frequency (recurrence pattern).
<b>Report Type</b>	Select whether you want to generate a Detail report or a Summary report.
<b>Date Range</b>	If you are creating a Detail report, specify a date range. The report will include all orders created from standing order templates in the range.

## Standing Order Log Summary Report

The **Standing Order Log Summary** report provides you with a list of all open standing orders for a store (or all stores if you are a multi-store shop), sorted by customer, frequency, or store.



Figure 19-63: Standing Order Log Summary Report

Standing Order Log  
Doc's Blooms Nova Scotia  
Summary - By Customer

Customer	Recipient	Total	Recurrence Pattern	Start Date	End Date	Next Generation Date	Previous Delivery Date	Next Delivery Date	Last Delivery Date	Store
Ray Johnson	Heather Lawrence	\$43.32	Daily	06/30/06	07/30/06		07/30/06		07/30/06	Doc's Blooms Nova Scotia
Laura Harris	Will Menard	\$43.32	Weekly	06/30/06	07/30/06		07/28/06		07/28/06	Doc's Blooms Nova Scotia
Jeff Jin	Jenny Jin	\$43.32	Weekly	07/01/06	07/26/06		07/22/06		07/22/06	Doc's Blooms Nova Scotia
Sara Cramer	Janet Anderson	\$4.56	Weekly	08/05/06	09/02/06		09/02/06		09/02/06	Doc's Blooms Nova Scotia
Ted James	Missy James	\$30.78	Weekly	07/06/06	08/06/06		08/03/06		08/03/06	Doc's Blooms Nova Scotia
Larry Smith	Stephanie Jones	\$30.78	Daily	06/29/06	07/27/06		07/27/06		07/27/06	Doc's Blooms Nova Scotia
Dwight Vernon	Erika Vernon	\$26.22	Daily	06/29/06	09/28/06		09/28/06		09/28/06	Doc's Blooms Nova Scotia
Dwight Vernon	Karen Vernon	\$26.22	Weekly	06/29/06	07/29/06		07/27/06		07/27/06	Doc's Blooms Nova Scotia
Barry Woods	Michelle Woods	\$16.00	Weekly	07/06/06	08/06/06		08/03/06		08/03/06	Doc's Blooms Nova Scotia
Marc Turner	Nora Turner	\$27.00	Weekly	07/21/06	08/21/06		08/18/06		08/18/06	Doc's Blooms Nova Scotia
Tom Jin	Brenda Jin	\$43.32	Weekly	07/04/06	07/30/06		07/25/06		07/25/06	Doc's Blooms Nova Scotia
Chris Jones	Melinda Jones	\$43.32	Daily	06/29/06	07/08/06		07/08/06		07/08/06	Doc's Blooms Nova Scotia
Adam Solberg	Andy Solberg	\$8.00	Daily	07/14/06	08/14/06		08/14/06		08/14/06	Doc's Blooms Nova Scotia
Wil Nowicki	Stacy Nowicki	\$31.92	Daily	06/29/06	07/29/06		07/06/06		07/06/06	Doc's Blooms Nova Scotia
David Black	Renee Black	\$4.56	Daily	07/05/06	08/05/06		08/05/06		08/05/06	Doc's Blooms Nova Scotia
Rachel Adamski	Tim Adamski	\$30.78	Weekly	06/28/06	08/28/06		08/24/06		08/24/06	Doc's Blooms Nova Scotia
Bruce O'Keefe	Kelly O'Keefe	\$30.78	Daily	06/28/06	07/28/06		06/28/06		06/28/06	Doc's Blooms Nova Scotia
Robert Morgan	Carrie Morgan	\$57.00	Weekly	06/28/06	07/28/06		07/26/06		07/26/06	Doc's Blooms Nova Scotia

The Standing Order Log Summary report contains the following information:

Table 19-28: Standing Order Log Summary Report Columns

Column	Description
Customer	The name of the customer with whom the standing order template is associated.
Recipient	The recipient of the orders generated by this standing order template.
Total	The total order price for each order generated by the standing order template.
Recurrence Pattern	The frequency at which the order recurs. This does not display any additional dates added to the standing order template, nor any dates removed.
Start Date	The start date of the standing order template, and the date on which the first order was (or is to be) delivered.
End Date	The date on which the standing order template will expire. This may be different than the Last Delivery Date.
Next Generation Date	The date on which the next order is to be generated by this standing order template.
Previous Delivery Date	The delivery date for the most recent order generated by this standing order template.
Next Delivery Date	The date the next order generated by the standing order template is scheduled for delivery.
Last Delivery Date	The final delivery date for orders generated by this template.
Store	The store with which the standing order template is associated.

## Generating a Standing Order Log Summary Report

**TASK** To generate a Standing Order Log Summary report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Standing Order Log** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Standing Order Log** window, select the store for which you want to generate the report. You can also select **All Stores** to generate a report for all stores (if you are a multi-store shop).
- 6 Select whether you want the report sorted by **Customer**, **Frequency**, or **Store**.
- 7 In the **Report Type** area, select **Summary**.
- 8 Click **Finish**. The report generates and opens in Excel.
- 9 To print your report from Excel, on the **File** menu, click **Print**.
- 10 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Tax Exempt Customer Report

The **Tax Exempt Customer** report lists all tax exempt customers that have had sales within the specified date range. It lists the customer ID and name, phone number, tax exempt ID and the sales tax paid (if any), and the total dollar amount spent. A grand total of sales without tax is also displayed at the bottom of the report.

- » The **Detail Report** lists each tax exempt customer, as well as all of the customer's transactions within the specified date range. The report also lists the date of each transaction, and the transaction type and dollar amount.
- » The **Summary Report** lists each tax exempt customer that had transactions within the specified date range, and the total dollar amount spent.

**Figure 19-64:** Tax Exempt Customer Report - Detail

Tax Exempt Customer Report						
Leslie's Flowers and Gifts						
Detail - Exclude Wire Service Accounts						
06/08/2002 - 06/31/2002						
Cust No. Sale ID	Customer Name	Date	Phone No. Transaction Type	Tax Exempt ID	Sales Tax1	Total Amt
<u>Leslie's Flowers and Gifts</u>						
StMary 0000388	St Mary Parish	06/10/2002	630-555-1212 Order Entry	TE	0.00	75.10
0000424		06/14/2002	Order Entry		0.00	45.10
Totals without Tax					0.00	120.00
TwinGro 0000599	Twin Groves High	06/17/2002	630-555-6800 Order Entry	TE	0.00	50.00
Totals without Tax					0.00	50.00
Grand Total without Tax					0.00	170.00

Figure 19-65: Tax Exempt Customer Report - Summary

Tax Exempt Customer Report					
Leslie's Flowers and Gifts					
Summary - Exclude Wire Service Accounts					
06/08/2002 - 06/31/2002					
Cust No.	Customer Name	Phone No.	Tax Exempt ID	Sales Tax1	Total Amt
<u>Leslie's Flowers and Gifts</u>					
StMary	St Mary Parish	630-555-1212	TE	0.00	120.00
TwinGro	Twin Groves High	630-555-6800	TE	0.00	50.00
Grand Total without Tax				0.00	170.00

## Generating the Tax Exempt Customer Report

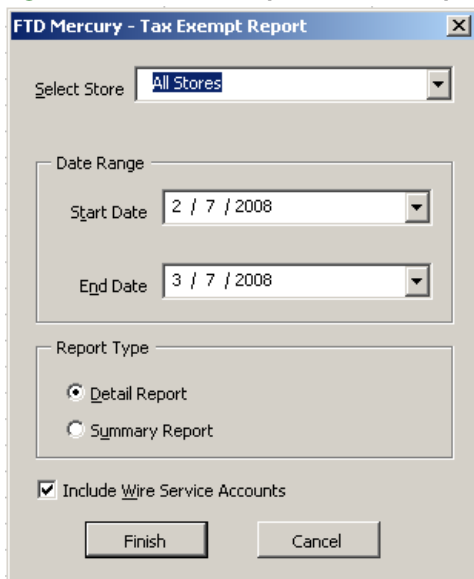
**TASK** To generate the Tax Exempt Customer report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Tax Exempt Customer Report** icon to open the template.
- 4 If a window opens asking whether you wish you enable or disable macros, click **Enable Macros**.
- 5 When the **Tax Exempt Customer Report** window opens:
  - a. In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
  - b. In the **Start Date** field of the **Date Range** section, click the arrow and select the sale date to begin printing tax information.
  - c. In the **End Date** field, click the arrow and select the sale date to end printing tax information.
  - d. Select the report type, **Detail** or **Summary**.
  - e. If you want to include wire service accounts in the report, select **Include Wire Service Accounts** so that a check mark appears.
  - f. Click **Finish**. The report generates and opens in Excel.
- 6 To print your report from Excel, on the **File** menu, click **Print**.
- 7 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Tax Exempt Report Window

The **Tax Exempt Report** window allows you to configure settings for the Tax Exempt report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-66: Tax Exempt Customer Report Window**



The Tax Exempt Report window contains the following settings.

**Table 19-29: Tax Exempt Report Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.
<b>Date Range</b>	Select the sales start and end dates for the report.
<b>Report Type</b>	Select whether you want to generate a summary or detail report.
<b>Include Wire Service Accounts</b>	Check the box to include wire service accounts in the report.

## Ticket Report

The **Ticket** report provides you with an analysis of each ticket type, the products ordered on each ticket, and the cost and quantity of products ordered per ticket, for the given sales date or date range. You can select which ticket types you want to include: Order Entry, Manual Ticket, and/or Point of Sale tickets.

Figure 19-67: Manual Ticket Report

Ticket Report									
Leslie's Flowers and Gifts									
Sale Type: Order Entry, Manual Ticket, POS									
Sort By: Customer									
04/05/2002 - 04/05/2002									
Ticket Type	Customer	Account #	Reference	Sale Date	Total				
Trans No.	Product Code	Quantity	Description	Occasion	Amount	Discount	Sales Tax1	Extension	
<b>Leslie's Flowers and Gifts</b>									
Order Entry	Kara Ahem		AhemKa	Birthday				04/05/2002	37.45
000368/1	AR-1	1	Fresh Flower Arr.		35.10	0.00			35.10
000368/1	IL	1	IL Sales Tax				2.45		2.45
Order Entry	John Carrey		CarreJo	Other				04/05/2002	72.89
000369/1	DF-1	1	Dried Flower Arr.		65.10	0.00			65.10
000369/1	IL	1	IL Sales Tax				4.55		4.69
000369/1	BA-1	1	Balloons		3.00	0.00			3.00
POS	Adam Fitzgerald		FitzgAd	WIness				04/05/2002	44.94
000372/1	FTD-11	1	BHM Big Hug Mug		30.00	0.00			30.00
000372/1	IL	1	IL Sales Tax				2.94		2.94
000372/1	GI-1	1	Gifts		12.00	0.00			12.00
Manual Ticket	Jeanne Laidley		LaidleJ	Other				04/05/2002	53.50
000373/1	GP-1	1	Green Plant		50.00	0.00			50.00
000373/1	IL	1	IL Sales Tax				3.50		3.50
<b>Store Ticket Summary</b>		<b>Count</b>			<b>Amount</b>	<b>Discount</b>	<b>Sales Tax1</b>		<b>Totals</b>
Manual Ticket		1			50.00	0.00	3.50		53.50
Order Entry		2			100.00	0.00	7.00		107.00
POS		1			42.00	0.00	2.94		44.94
<b>Total</b>		<b>4</b>			<b>192.00</b>	<b>0.00</b>	<b>13.44</b>		<b>205.44</b>

## Generating a Ticket Report

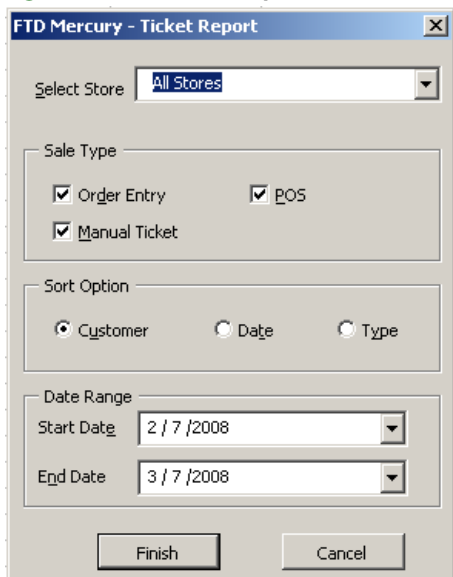
### TASK To generate a Ticket report:

- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Ticket Report** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 In the **Select Store** field, click the arrow and select the store's data that you want to use for the report.
- 6 In the **Sale Type** section, select the types of tickets that you want to include in your report: **Order Entry, POS, and/or Manual Ticket**.
- 7 In the **Sort Option** section, decide if you want to sort the report by **Customer, Date, or Type**.
- 8 In the **Date Range** section, select a sales start and end date for the data that you want to include in the report.
- 9 Click **Finish**. The report generates and opens in Excel.
- 10 To print your report from Excel, on the **File** menu, click **Print**.
- 11 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Ticket Report Window

The **Ticket Report** window allows you to configure settings for the Ticket report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-68: Ticket Report Window**



The Ticket Report window contains the following settings.

**Table 19-30: Ticket Report Window Settings**

Setting	Description
Select Store	Select the store for which you want to generate the report. If you have multiple stores, you can select All Stores to generate a report that includes data from all of your stores.
Sale Type	Select the type of tickets to include in the report. You can select Order Entry, Manual, and POS.
Sort Option	Select to sort the report by customer, date, or type of sale.
Date Range	Select the sales start and end dates for the report.

## Wire Reconciliation Report

The **Wire Reconciliation** report lists disputed, reconciled and/or not-reconciled orders for a specified delivery date or date range. You may choose to pull your data from the Combined Report or from the **Message Log** within FTD Mercury.

**NOTE** The following message types are excluded from the report: Error, EFOS Rejected, Pending, Rejected, Cancel, and Confirmation.

Figure 19-69: Wire Reconciliation Report

Type	Shop Code	Mercury #	Recipient	Delivery Date	Dollar Amount	Reconciled Status
FTD OUT	90-5893AF	O6703B-8746	Frank Cameron	7/20/2005	49.99	Reconciled
FTD OUT	90-5893AF	O6644F-9797	Jenny Markus	7/20/2005	62.98	Disputed
FTD OUT	90-5893AF	O7852X-9798	Jamie Jones	7/20/2005	73.98	Reconciled
FTD OUT	90-5893AF	O3892R-9230	Carrie Smith	7/20/2005	50.00	Reconciled
FTD IN	90-0154AA	P8392N-3892	Frances Gable	7/20/2005	129.99	Reconciled
FTD IN	90-8903AA	P8478K-3891	Mr. Dorian Moros	7/20/2005	59.99	Reconciled
FTD IN	90-7834AB	P4901L-9039	Francesca Milo	7/20/2005	49.99	Reconciled
FTD IN	90-5691AA	Q0927J-0667	Candida Rodriquez	7/20/2005	99.99	Reconciled
FTD IN	90-8201AA	P4890V-9875	Penny Smith	7/20/2005	89.99	Reconciled
				<b>Totals:</b>		
				8	<b>Reconciled:</b>	603.92
				1	<b>Disputed:</b>	62.98
				0	<b>Not-Reconciled:</b>	0.00

	Number of Orders	Total Amount	Sender Rate	Sender Commission	Wire Service Rate	Wire Service Commission
<b>Total Reconciled Incoming</b>						
under 30.00	0	0.00	10.00%	0.00	7.00%	0.00
30.01 - 99999.99	5	429.95	20.00%	85.99	7.00%	30.10
<b>Total</b>	<b>5</b>	<b>429.95</b>		<b>85.99</b>		<b>30.10</b>
<b>Total Reconciled Outgoing</b>						
under 30.00	0	0.00	10.00%	0.00		
30.01 - 99999.99	3	173.97	20.00%	34.79		
<b>Total</b>	<b>3</b>	<b>173.97</b>		<b>34.79</b>		

Amount Received on Incoming	313.86
Amount Paid on Outgoing	139.18
Amount Due from FTD	174.68

## Generating the Wire Reconciliation Report

**TASK** To generate the Wire Reconciliation report:

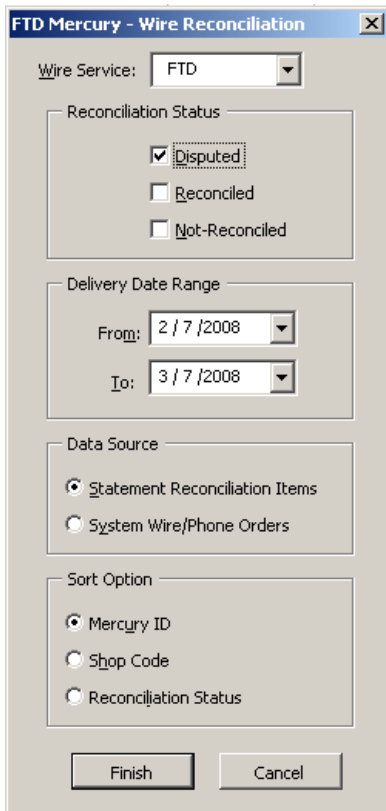
- 1 On the FTD Mercury Main Menu, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Wire Reconciliation** icon to open the template.
- 4 If a window opens asking whether you wish to enable or disable macros, click **Enable Macros**.
- 5 When the **Wire Reconciliation** window opens:
  - a. In the **Wire Service** field, click the arrow to display a list of wire services. Highlight and select the wire service for which you want to generate this report.
  - b. In the **Reconciliation Status** section, click in any combination of the **Disputed**, **Reconciled**, and **Not-Reconciled** check boxes so check marks appear to indicate which statuses you wish to include in this report.
  - c. In the **From** field of the **Delivery Date Range** area, click the arrow to display a calendar. Use your mouse to click on the date from which you want to list orders.
  - d. In the **To** field, click the arrow to display a calendar. Use your mouse to click on the date that your system will end listing orders.
  - e. In the **Data Source** section, choose to pull your reconciliation data either from the **Statement Reconciliation Items** (data from the Combined Report) or your **System Wire/Phone Orders** (data from your Message Log).
  - f. In the **Sort Option** section, select whether you want to sort the report by **Mercury ID**, **Shop Code**, or **Reconciliation Status**.

- g. Click **Finish**. The report generates and opens in Excel.
- 6 To print your report from Excel, on the **File** menu, click **Print**.
- 7 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Wire Reconciliation Window

The **Wire Reconciliation** window allows you to configure settings for the Wire Reconciliation Report. When you have finished configuring your settings, click **Finish** to generate the report and open it in Microsoft Excel.

**Figure 19-70: Wire Reconciliation Window**



The Wire Reconciliation window contains the following settings.

**Table 19-31: Wire Reconciliation Window Settings**

Setting	Description
<b>Wire Service</b>	Select the wire service for which you are generating this report.
<b>Reconciliation Status</b>	Select the status(es) you want to include in the report. You can select Disputed, Reconciled, and/or Not-Reconciled.
<b>Delivery Date Range</b>	Select the start and end delivery dates for the report.
<b>Data Source</b>	Select whether you want the data source to be statement reconciliation items or system wire/phone orders.
<b>Sort Option</b>	Select whether you want the report sorted by Mercury ID, shop code, or reconciliations status.



# Wire Service Incoming/Outgoing Report

The **Wire Service Incoming/Outgoing** report prints all incoming and outgoing orders by wire service for the given date range. If you have multiple stores, you can select to print a specific store, or you can print all locations in one report. Printing all locations will print a grand totals section at the bottom of the report.

- » The **Detail Report** lists the shop code, recipient name, delivery date, and amount for each incoming and outgoing order. Listed are incoming totals, outgoing totals, a grand incoming and outgoing total, and a grand total for all orders.
- » The **Summary Report** lists the total dollar amount for incoming and outgoing orders. A grand total for incoming, outgoing, and all orders are listed.

**Figure 19-71: Wire Service Incoming/Outgoing Report - Detail**

Wire Service Incoming-Outgoing				
Wire Type: FTD				
04/08/2002 - 04/08/2002				
Detail - John's Flowers				
Sort by: Message Date				
Shop Code	Recipient	Delivery Date	Amount	
<b>FTD - John's Flowers</b>				
<b>Incoming</b>				
90-8907AA	Lisa Jones	04/08/2002	45.98	
90-0978AA	Kari Smith	04/09/2002	68.55	
90-4453AA	Frank Johnson	04/09/2002	92.45	
90-3951AA	Brigit Kaley	04/09/2002	40.90	
90-7630AA	Cindy Scanlon	04/11/2002	52.20	
90-2238AB	Cathy Kosnoff	04/10/2002	95.99	
90-0909AA	Gary Sbragia	04/08/2002	71.56	
90-6723AA	Laura Jameson	04/08/2002	88.88	
90-9821AA	Steve Rizzio	04/09/2002	39.50	
90-2679AA	Mike Bush	04/09/2002	48.48	
90-0741AC	Rose Gebhardt	04/12/2002	66.19	
90-5020AC	John Prindaville	04/08/2002	57.44	
90-0001AA	Sara Boysen	04/09/2002	129.90	
90-0134AA	Rob Bosko	04/14/2002	101.56	
90-9528AA	Mary Muthart	04/08/2002	38.85	
90-5632AA	Diane Brown	04/10/2002	72.50	
90-6700AA	Kevin Fennewald	04/08/2002	99.96	
<b>Incoming Total</b>			<b>1,210.80</b>	
<b>Outgoing</b>				
90-2232AC	Frankie Biggs	04/11/2002	75.95	
90-7782AA	Carrie Shaugnessy	04/10/2002	90.50	
90-6912AC	Helen O'Malley	04/08/2002	67.85	
90-7903AQ	Liz Markley	04/08/2002	54.89	
90-7739AA	Myra Smith	04/09/2002	77.26	
90-7719AA	Jennifer Stockwell	04/09/2002	84.99	
90-8910AA	Corey Hardt	04/12/2002	54.47	
90-8201AA	Tom Leider	04/08/2002	92.45	
90-7012AA	Seamus Daley	04/09/2002	40.30	
<b>Outgoing Total</b>			<b>638.66</b>	
<b>Total:</b>			<b>1,849.46</b>	
<b>Grand Incoming Total:</b>			<b>1,210.80</b>	
<b>Grand Outgoing Total:</b>			<b>638.66</b>	
<b>Grand Total:</b>			<b>1,849.46</b>	

Figure 19-72: Wire Service Incoming/Outgoing Report - Summary

Wire Service Incoming-Outgoing	
Wire Type: FTD	
04/08/2002 - 04/08/2002	
Summary	
	Amount
<b>FTD</b>	
Incoming	1,210.80
Outgoing	638.66
<b>Total:</b>	<b>1,849.46</b>
<b>Grand Incoming Total:</b>	
	1,210.80
<b>Grand Outgoing Total:</b>	
	638.66
<b>Grand Total:</b>	
	<b>1,849.46</b>

## Generating the Wire Service Incoming/Outgoing Report

**TASK** To generate the Wire Service Incoming/Outgoing report:

- 1 On the **FTD Mercury Main Menu**, click **Business Reports**.
- 2 Double-click **Mercury Forms**.
- 3 Double-click on the **Wire Service Incoming Outgoing** icon to open the template.
- 4 If a window opens asking if you wish to enable macros, click **Enable Macros**.
- 5 If you have multiple stores, select the store in the **Select Store** field.
- 6 In the **Wire Type** section, select the wire service(s) that you want to include in the report. The **DOV** wire service is for incoming Teleflora orders, if you have the Wire Service Interface.
- 7 In the **Date Range** section, select the start and end sale dates for the data that you want to include in the report.
- 8 In the **Report Type** section, select if you want to print the **Detail Report** or the **Summary Report**.
- 9 Select how you want to sort the report: by **Date**, **Name** (recipient name), or **Amount**.
- 10 Click **Finish**. The report generates and opens in Excel.
- 11 To print your report from Excel, on the **File** menu, click **Print**.
- 12 If you want to save the report from Excel, on the **File** menu, click **Save**.

## Wire Service Incoming/Outgoing Window

The **Wire Service Incoming/Outgoing** window allows you to configure settings for the Wire Service Incoming/Outgoing report. When you have finished configuring settings, click **Finish** to generate the report. It will open in Microsoft Excel.

**Figure 19-73: Wire Service Incoming/Outgoing Window**

The Wire Service Incoming/Outgoing window contains the following settings.

**Table 19-32: Wire Service Incoming/Outgoing Window Settings**

Setting	Description
<b>Select Store</b>	Select the store for which you are generating this report. If you are configured as a multi-store shop, you can also select All Stores.
<b>Wire Type</b>	Select the wire type(s) you want to include in this report. You can select from FTD, VNS, TEL, or DOV.
<b>Start Date</b>	Enter the starting date for the report.
<b>End Date</b>	Enter the ending date for the report.
<b>Report Type</b>	Select whether you want to generate a Detail or Summary report.
<b>Sort Option</b>	You can select whether you want to sort the report by Message Date, Amount, or Name.

