

# Reporte Anual

Año:   
 Moneda:

## RESUMEN DEL AÑO

	TOTAL	Mensual	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre
INGRESOS	Treks	1,394,342.75	199,191.82	194,406.76	221,469.31	252,832.23	256,186.74	181,400.73	110,776.28	117,270.70	-	-	-	-
	Eventos	4,652.00	664.57	-	-	-	2,005.00	2,847.00	-	-	-	-	-	-
	Mercancia	26,246.50	3,749.50	3,400.00	3,200.00	5,400.00	2,770.00	3,500.00	3,246.00	4,730.50	-	-	-	-
	Socios	4,069.43	581.35	1,793.10	-	-	-	-	1,528.50	747.83	-	-	-	-
	Donaciones	1,600.40	228.63	-	-	-	-	-	543.40	1,057.00	-	-	-	-
<b>Total de ingresos</b>	<b>1,430,911.08</b>	<b>204,415.87</b>	<b>199,599.86</b>	<b>224,669.31</b>	<b>258,232.23</b>	<b>260,961.74</b>	<b>187,547.73</b>	<b>116,994.18</b>	<b>127,078.90</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
COSTOS	Treks	672,608.18	96,086.88	112,178.59	103,710.22	108,781.76	132,529.35	71,564.01	60,727.00	83,117.25	-	-	-	-
	Eventos	88.00	12.57	-	-	-	-	-	88.00	-	-	-	-	-
	Mercancia	30,684.00	4,383.43	-	-	-	11,825.00	1,534.00	17,325.00	-	-	-	-	-
	Socios	-	-	-	-	-	-	-	-	-	-	-	-	-
	Donaciones	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Total de costos</b>	<b>703,380.18</b>	<b>100,482.88</b>	<b>112,178.59</b>	<b>103,710.22</b>	<b>108,781.76</b>	<b>144,354.35</b>	<b>73,098.01</b>	<b>78,140.00</b>	<b>83,117.25</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
GANANCIA	Treks	721,734.57	103,104.94	82,228.17	117,759.09	144,050.47	123,657.39	109,836.72	50,049.28	94,153.45	-	-	-	-
	Eventos	4,564.00	652.00	-	-	-	2,005.00	2,847.00	-	-	-	-	-	-
	Mercancia	4,437.50	633.93	3,400.00	3,200.00	5,400.00	9,055.00	1,966.00	14,079.00	4,730.50	-	-	-	-
	Socios	4,069.43	581.35	1,793.10	-	-	-	-	1,528.50	747.83	-	-	-	-
	Donaciones	1,600.40	228.63	-	-	-	-	-	543.40	1,057.00	-	-	-	-
<b>Total de ganancia</b>	<b>727,530.90</b>	<b>103,932.99</b>	<b>87,421.27</b>	<b>120,959.09</b>	<b>149,450.47</b>	<b>116,697.39</b>	<b>114,449.72</b>	<b>37,954.18</b>	<b>100,881.18</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	
GASTOS	Personales	117,829.05	16,832.72	6,456.51	18,918.79	850.00	51,260.59	7,329.00	25,315.16	7,699.00	-	-	-	-
	Operativos	127,231.30	18,175.90	5,238.05	44,696.70	12,615.99	20,998.76	14,809.57	10,737.78	18,134.45	-	-	-	-
	Marketing	5,993.08	856.15	-	1,210.00	48.00	350.00	1,548.00	-	2,837.00	-	-	-	-
	Financieros	15,221.01	2,174.43	2,258.44	1,805.57	2,962.15	2,153.45	1,274.22	2,579.73	2,187.45	-	-	-	-
	Actividades	19,583.25	2,797.61	-	-	600.00	80.00	500.00	17,803.25	607.00	-	-	-	-
	Comunitarios	2,650.00	378.57	-	-	-	-	-	2,650.00	-	-	-	-	-
	Inversiones	4,750.00	678.57	-	-	-	-	4,750.00	-	-	-	-	-	-
	<b>Total de gastos</b>	<b>293,257.69</b>	<b>41,893.96</b>	<b>13,953.00</b>	<b>66,631.06</b>	<b>17,076.14</b>	<b>74,842.89</b>	<b>30,210.79</b>	<b>59,085.92</b>	<b>31,457.98</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
	<b>NETO</b>	<b>434,273.21</b>	<b>62,039.03</b>	<b>73,468.27</b>	<b>54,328.03</b>	<b>132,374.33</b>	<b>41,764.59</b>	<b>84,238.93</b>	<b>21,131.74</b>	<b>69,230.80</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

## SERVICIOS

Servicio	Categoría	Unidades	Ingresos	Mensual	% de ingresos	Costos	Mensual	% de costos	Ganancia	Mensual	% margen	Ganancia/Uni
1 Lago	Treks	885	1,111,663.27	158,809.04	78%	415,186.59	59,312.37	59%	696,476.68	99,496.67	63%	786.98
2 Todos Santos	Treks	81	150,233.50	22,747.64	11%	84,989.50	12,141.36	12%	74,244.00	10,606.29	47%	916.59
3 Tajumulco	Treks	42	33,728.03	4,918.29	2%	12,665.00	1,809.29	2%	21,063.03	3,009.00	62%	501.50
4 Zúnil	Treks	71	50,247.75	7,178.25	4%	16,965.00	2,423.57	2%	33,282.75	4,754.68	66%	468.77
5 Santa Maria	Treks	21	6,665.00	952.14	0%	623.00	89.00	0%	6,042.00	863.14	91%	287.71
6 Santiaquillo	Treks	135	32,805.20	4,686.46	2%	3,283.00	469.00	0%	29,522.20	4,217.46	90%	218.68
7 Comidas	Treks	1235	0.00	0.00	0%	122,577.03	17,511.00	17%	-122,577.03	-17,511.00	-	-98.25
8 Gasolina	Treks	1235	0.00	0.00	0%	16,959.06	2,298.97	2%	-16,959.06	-2,298.97	-	-13.04
9 Comisiones	Treks	2	0.00	0.00	0%	220.00	31.43	0%	-220.00	-31.43	-	-110.00
10 Hospedaje	Treks	0	0.00	0.00	0%	0.00	0.00	0%	0.00	0.00	-	0.00
11 Shirt	Mercancia	265	25,326.50	3,618.07	2%	30,684.00	4,363.43	4%	-5,357.50	-765.36	-21%	-20.22
12 Patch	Mercancia	11	380.00	54.29	0%	0.00	0.00	0%	380.00	54.29	100%	34.55
13 Trail Mix	Mercancia	18	540.00	77.14	0%	0.00	0.00	0%	540.00	77.14	100%	30.00
14 Shuttle	Socios	79	4,069.43	581.35	0%	0.00	0.00	0%	4,069.43	581.35	100%	51.51
15 Aclerango	Socios	0	0.00	0.00	0%	0.00	0.00	0%	0.00	0.00	-	0.00
16 Ready	Donaciones	10	1,520.40	217.20	0%	0.00	0.00	0%	1,520.40	217.20	100%	152.04
17 Many Hopes	Donaciones	0	0.00	0.00	0%	0.00	0.00	0%	0.00	0.00	-	0.00
18 Arboles	Donaciones	4	80.00	11.43	0%	0.00	0.00	0%	80.00	11.43	100%	20.00
19 Mensuales	Donaciones	0	0.00	0.00	0%	0.00	0.00	0%	0.00	0.00	-	0.00
20 Party	Eventos	3	4,652.00	664.57	0%	88.00	12.57	0%	4,564.00	652.00	98%	1,521.33
<b>TOTAL</b>			<b>1,430,911.08</b>	<b>204,415.87</b>		<b>703,380.18</b>	<b>100,482.88</b>		<b>727,530.90</b>	<b>103,932.99</b>		

## CATEGORIAS DE SERVICIOS

Categorías de servicios	Unidades	Ingresos	% de ingresos	Costos	% de costos	Ganancia	% margen	Ganancia/Uni
1 Treks	1235	1,394,342.75	97%	672,608.18	96%	721,734.57	52%	584.40
2 Eventos	3	4,652.00	0%	88.00	0%	4,564.00	98%	1,521.33
3 Mercancia	294	29,246.50	2%	30,684.00	4%	-4,437.50	-17%	-15.09
4 Socios	79	4,069.43	0%	0.00	0%	4,069.43	100%	51.51
5 Donaciones	14	1,600.40	0%	0.00	0%	1,600.40	100%	114.31

## GASTOS

Gasto	Categoría	Gastos	Mensual	% de gastos	% de ganancia
1 Sueldo coordinador	Personales	80,204.05	11,457.72	27%	11%
2 Sueldo practicante	Personales	7,330.00	1,047.14	2%	1%
3 Cuartos de guías	Personales	30,295.00	4,327.86	10%	4%
4 Mantenimiento de equipo	Operativos	2,184.85	3,120.69	7%	3%
5 Mantenimiento de vehículo	Operativos	18,134.72	2,590.67	6%	2%
6 Renta de oficina	Operativos	17,500.00	2,500.00	6%	2%
7 Compras de la oficina	Operativos	23,141.30	3,305.90	8%	3%
8 Servicios de la oficina	Operativos	32,481.04	4,640.15	11%	4%
9 Transportes	Operativos	12,309.39	1,758.48	4%	2%
10 Otros	Operativos	1,820.00	260.00	1%	0%
11 Publicidad	Marketing	3,656.00	522.29	1%	1%
12 Servicios de marketing	Marketing	1,432.58	204.65	0%	0%
13 Viajes de promoción	Marketing	904.50	129.21	0%	0%
14 Bank fees	Financieros	13,790.39	1,970.06	5%	2%
15 Conciliaciones	Financieros	1,430.62	204.37	0%	0%
16 Actividades de Edelcar	Actividades	13,853.25	1,979.04	5%	2%
17 Actividades del Hogar	Actividades	5,030.00	718.57	2%	1%
18 Actividades de CI	Actividades	700.00	100.00	0%	0%
19 Solicitudes	Comunitarios	2,650.00	378.57	1%	0%
20 Arboles	Comunitarios	0.00	0.00	0%	0%
21 Inversiones de la oficina	Inversiones	4,750.00	678.57	2%	1%
22		0.00	0.00	0%	0%
23		0.00	0.00	0%	0%
24		0.00	0.00	0%	0%
25		0.00	0.00	0%	0%
<b>TOTAL</b>		<b>293,257.69</b>	<b>41,893.96</b>		<b>40%</b>

## CATEGORIAS DE GASTOS

Categorías de gastos	Gastos	Promedio mes	% de gastos	% de ganancia
1 Personales	117,829.05	16,832.72	40%	16%
2 Operativos	127,231.30	18,175.90	43%	17%
3 Marketing	5,993.08	856.15	2%	1%
4 Financieros	15,221.01	2,174.43	5%	2%
5 Actividades	19,583.25	2,797.61	7%	3%
6 Comunitarios	2,650.00	378.57	1%	0%
7 Inversiones	0.00	0.00	0%	0%