CRM

User Guide

Sales · Expenses · Payroll · Reporting · Access Control

Version 1.0

August 2026

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1. Introduction

This guide explains how to use the CRM system to manage day-to-day business operations, including sales, expenses, payroll, user access, and reporting. It is intended for business owners, managers, accountants, and staff who use the system to record and track financial activity.

1.1 Who Should Use This Guide

- Owners and Super Admins setting up the system, users, and permissions.
- Accountants and Expense Managers recording daily transactions.
- Staff responsible for entering sales or expense data.
- Anyone generating reports for payroll, VAT, or profit tracking.

1.2 What the CRM Can Do

- Track daily sales and expenses, with receipts and categories.
- Maintain an account ledger of cash and card transactions.
- Calculate VAT, profit, and monthly trends automatically on the Dashboard.
- Manage users, roles, and fine-grained permissions per module.
- Generate and pay staff salaries for a selected date range.
- Produce PDF and Excel reports filtered by date, category, or user.

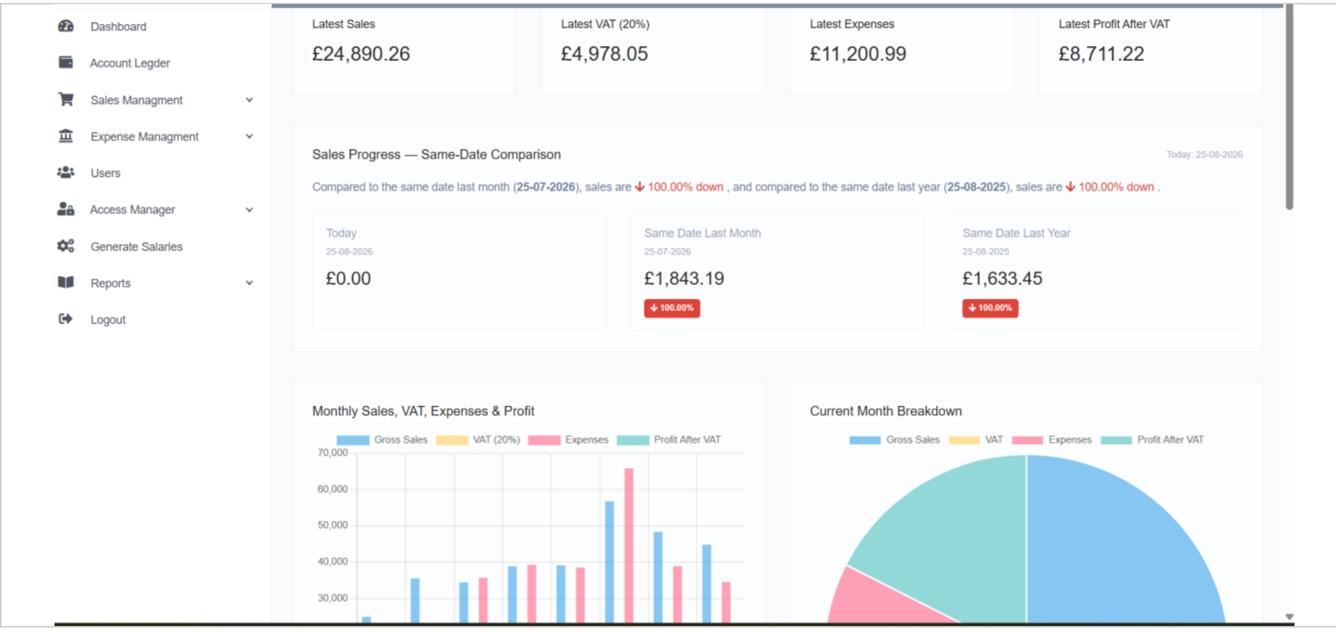
1.3 Logging In

Open the CRM in your web browser and sign in using the email address and password provided by your administrator. If you do not yet have an account, ask your Super Admin or Owner to create one for you from the Users menu (see Section 6).

> **NOTE**
> Access to each menu item depends on the permissions assigned to your role. If a menu described in this guide is not visible to you, contact your administrator to request access.

2. Dashboard

The Dashboard is the home screen and gives an at-a-glance summary of business performance. It opens automatically after login.



2.1 Summary Cards

Four cards across the top of the Dashboard show the most recent figures:

- Latest Sales — total gross sales recorded.
- Latest VAT (20%) — VAT calculated on recorded sales.
- Latest Expenses — total expenses recorded.
- Latest Profit After VAT — sales minus VAT and expenses.

2.2 Sales Progress

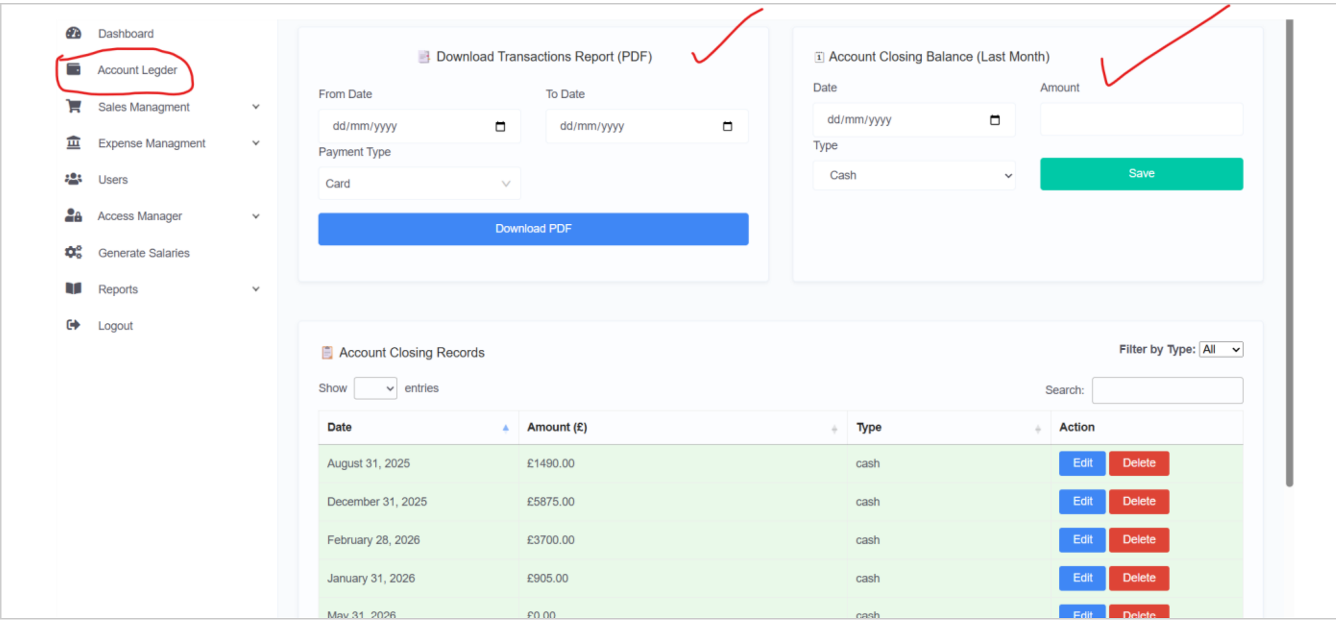
The Sales Progress panel compares today's sales against the same date last month and the same date last year, showing the percentage increase or decrease so you can quickly spot trends.

2.3 Charts

- Monthly Sales, VAT, Expenses & Profit — a bar chart comparing these four figures month by month.
- Current Month Breakdown — a pie chart showing the proportion of gross sales, VAT, expenses, and profit for the current month.

3. Account Ledger

The Account Ledger is used to download transaction reports and to record the account closing balance for cash or card at the end of a period.



3.1 Download Transactions Report (PDF)

Use this panel to export a PDF of all transactions within a date range.

1. Go to Account Ledger from the left-hand menu.
2. Enter a From Date and To Date.
3. Select a Payment Type — Card or Cash.
4. Click Download PDF to generate and save the report.

3.2 Recording an Account Closing Balance

Use this panel to log the closing balance for a given date, so it can be compared against later periods.

1. Enter the closing Date.
2. Enter the Amount.
3. Choose the Type — Cash or Card.
4. Click Save to add it to the Account Closing Records table below.

3.3 Account Closing Records

This table lists every closing balance that has been saved, with its date, amount, and type. Use the Search box to find a specific entry, the Filter by Type dropdown to show only cash or card records, and the Edit or Delete buttons in the Action column to update or remove a record.

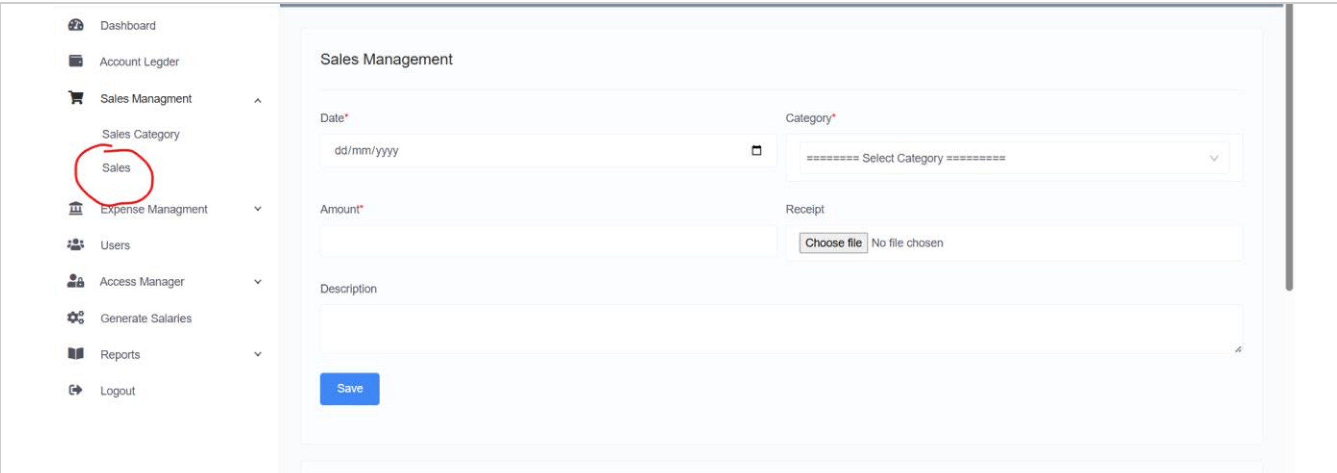
4. Sales Management

Sales Management has two parts, reached from the Sales Management menu: Sales Category (setting up the categories sales are grouped under) and Sales (recording individual sales).

4.1 Sales Category

Before recording sales, set up the categories you want to group them by (for example, Retail, Online, Wholesale). Open Sales Management > Sales Category, enter a category name, and click Save. Existing categories appear in a list below, where they can be edited or deleted.

4.2 Recording a Sale



Open Sales Management > Sales to record a new sale.

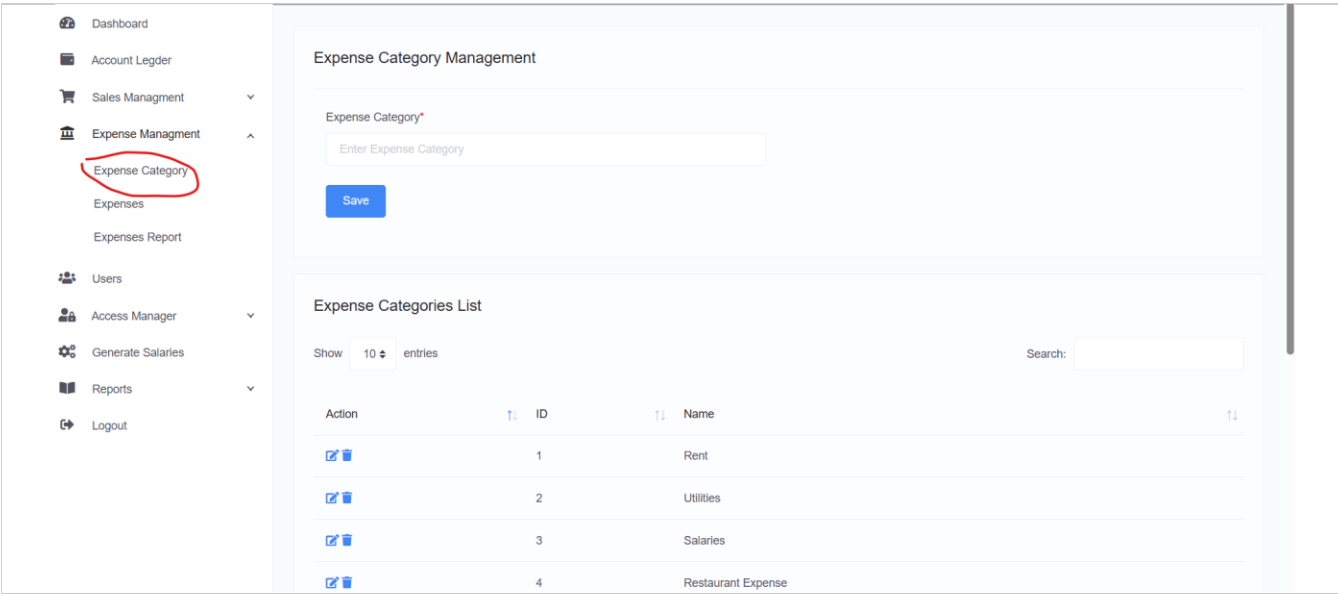
Field	Required	Description
Date	Yes	The date the sale took place.
Category	Yes	The sales category this transaction belongs to, chosen from a dropdown.
Amount	Yes	The value of the sale.
Receipt	No	An optional receipt or supporting file to attach.
Description	No	Free-text notes about the sale.

After completing the form, click Save. The sale is added to the sales list and is immediately reflected in the Dashboard totals and charts.

5. Expense Management

Expense Management covers three areas, all under the Expense Management menu: Expense Category, Expenses, and Expenses Report.

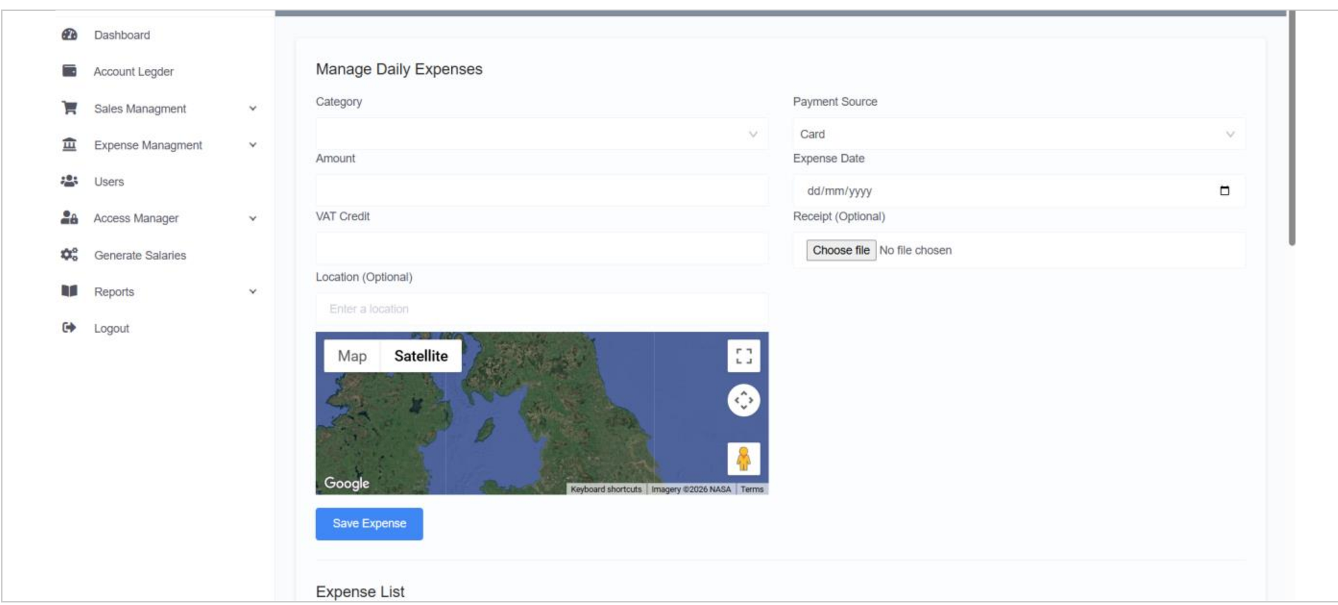
5.1 Expense Category Management



Set up the categories expenses will be grouped under (for example, Rent, Utilities, Salaries).

1. Open Expense Management > Expense Category.
2. Type the category name into the Expense Category field.
3. Click Save.
4. The new category appears in the Expense Categories List, where it can be searched, edited, or deleted.

5.2 Manage Daily Expenses



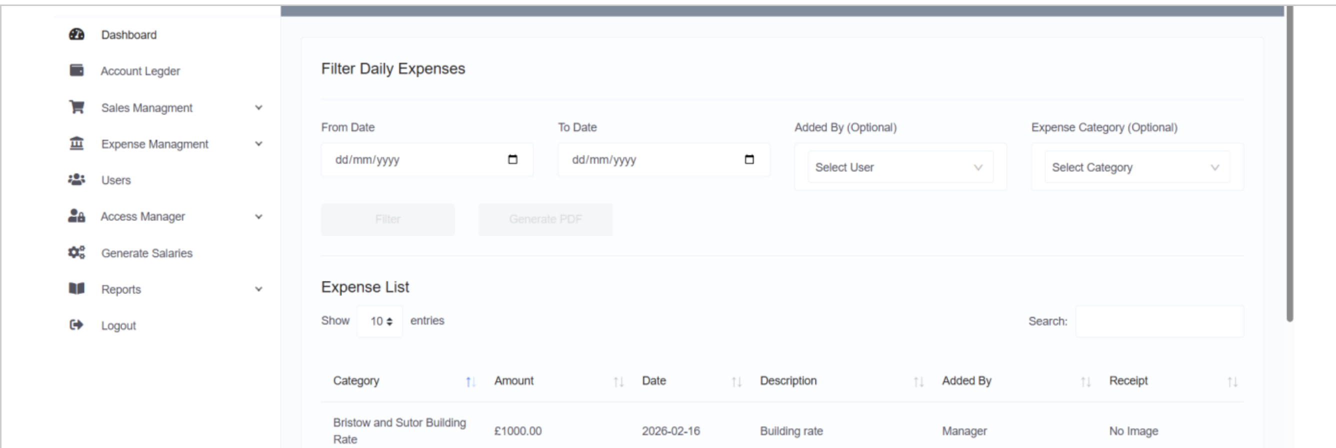
Open Expense Management > Expenses to log a new expense.

Field	Required	Description
Category	Yes	The expense category, chosen from a dropdown.

Field	Required	Description
Amount	Yes	The value of the expense.
VAT Credit	No	Any VAT amount that can be reclaimed for this expense.
Location	No	An optional place name; can also be pinpointed on the map.
Payment Source	Yes	How the expense was paid — Card or Cash.
Expense Date	Yes	The date the expense was incurred.
Receipt	No	An optional photo or scan of the receipt.

Click Save Expense to add the entry to the Expense List shown beneath the form.

5.3 Filtering and Reporting on Expenses

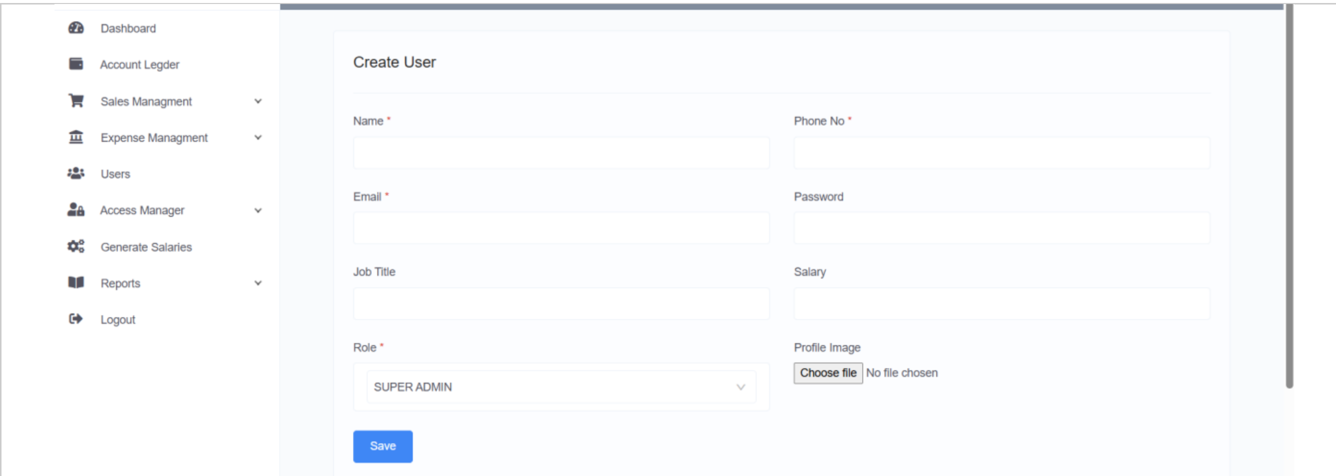


Open Expense Management > Expenses Report to review and export recorded expenses.

1. Set a From Date and To Date to define the reporting period.
2. Optionally, filter by Added By (the user who logged the expense) or Expense Category.
3. Click Filter to update the Expense List table below with matching results.
4. Click Generate PDF to export the filtered results as a PDF document.

The Expense List table shows the category, amount, date, description, the user who added it, and the receipt (if one was attached), and can be searched or sorted by any column.

6. Create Users



The Users menu is used to create staff accounts and assign each one a role.

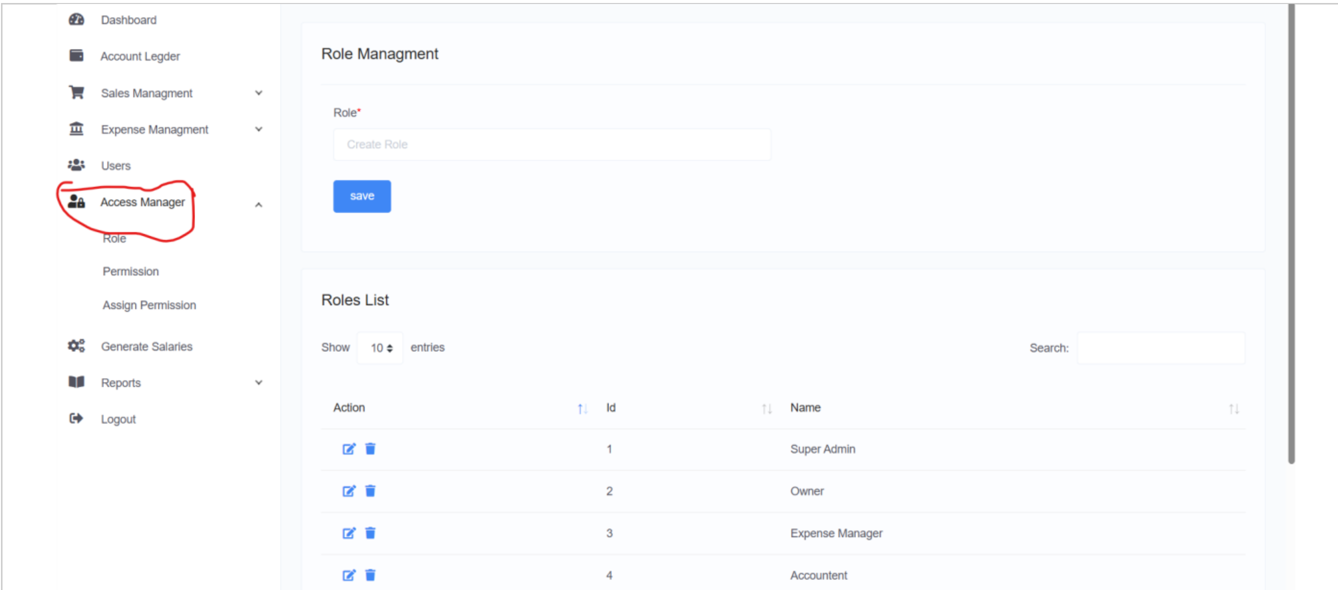
1. Open Users from the left-hand menu.
2. Fill in the required fields: Name, Phone No, Email, and Role.
3. Optionally add a Password, Job Title, Salary, and a Profile Image.
4. Choose the user's Role from the dropdown (for example, Super Admin, Owner, Expense Manager, Accountant).
5. Click Save to create the account.

> **TIP**
> A user's Role determines exactly which menus and actions they can access. Set up roles and permissions first (see Section 7) before creating users, so the right role is available to assign.

7. Access Manager

Access Manager controls role-based security across the CRM. It has three parts: Role, Permission, and Assign Permission.

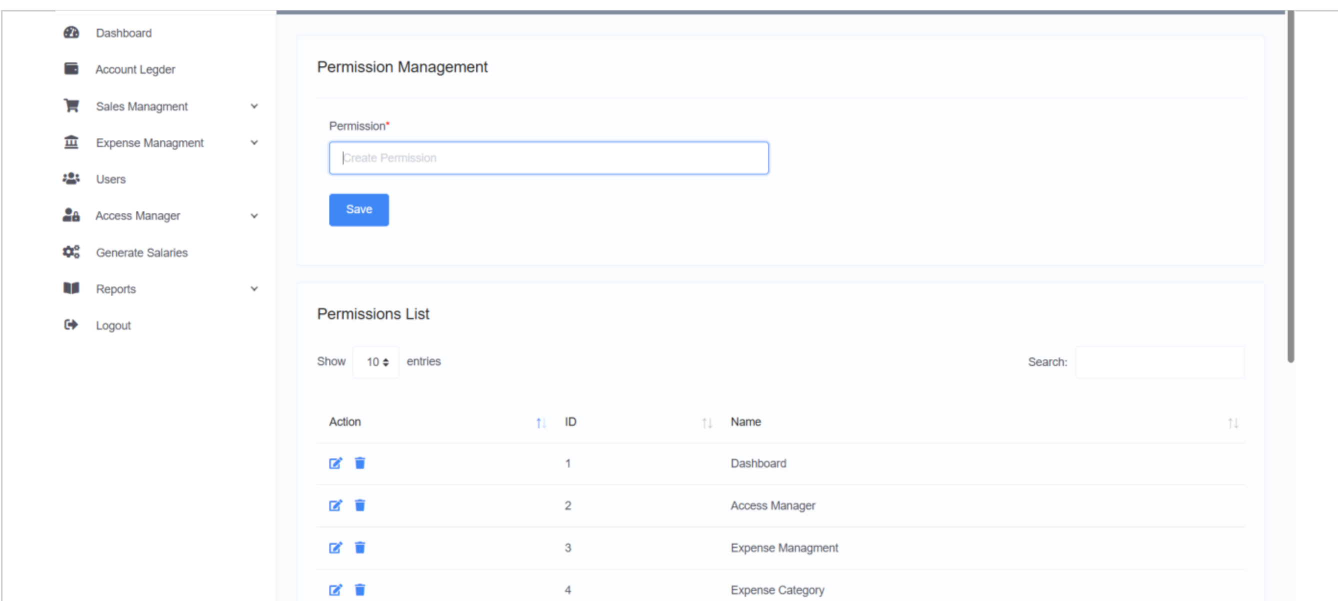
7.1 Role Management



Create the job roles that will be assigned to users (for example, Super Admin, Owner, Expense Manager, Accountant).

1. Open Access Manager > Role.
2. Type the role name into the Role field.
3. Click Save.
4. The role appears in the Roles List, where it can be edited or deleted.

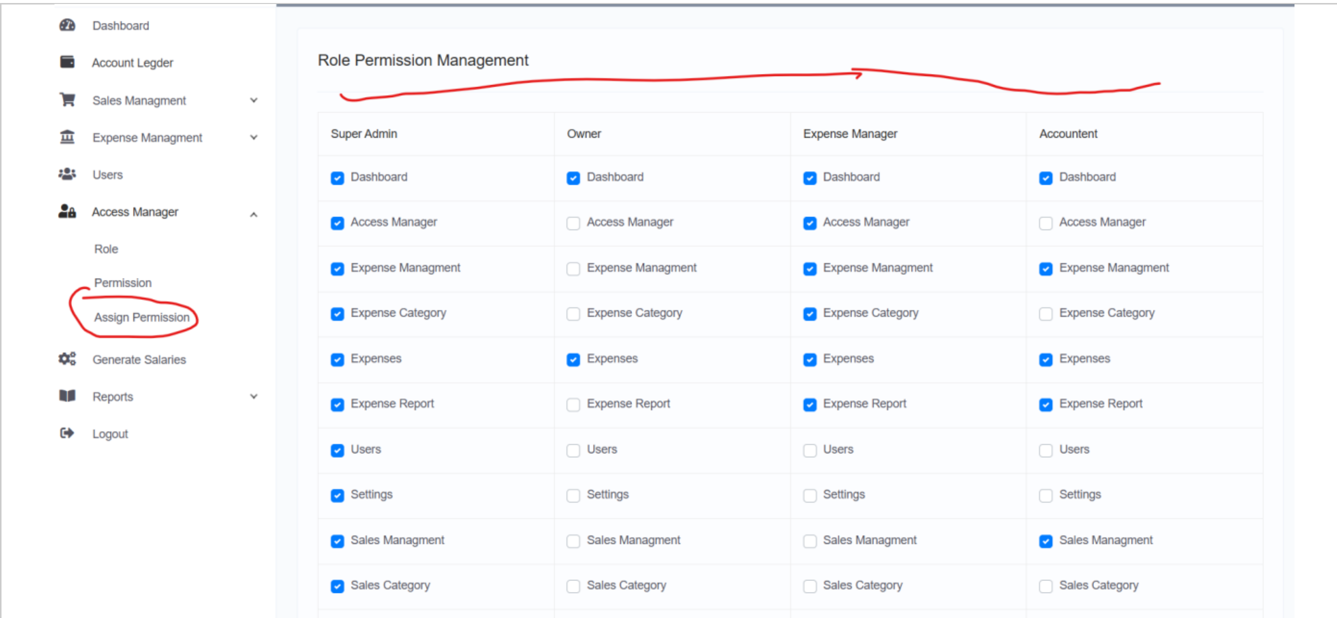
7.2 Permission Management



Permissions represent individual menus or actions in the CRM (for example, Dashboard, Access Manager, Expense Management, Expense Category). Create a permission by entering its name under Access Manager >

Permission and clicking Save. Permissions appear in the Permissions List below, where they can be edited or deleted.

7.3 Assign Permission (Role Permission Management)

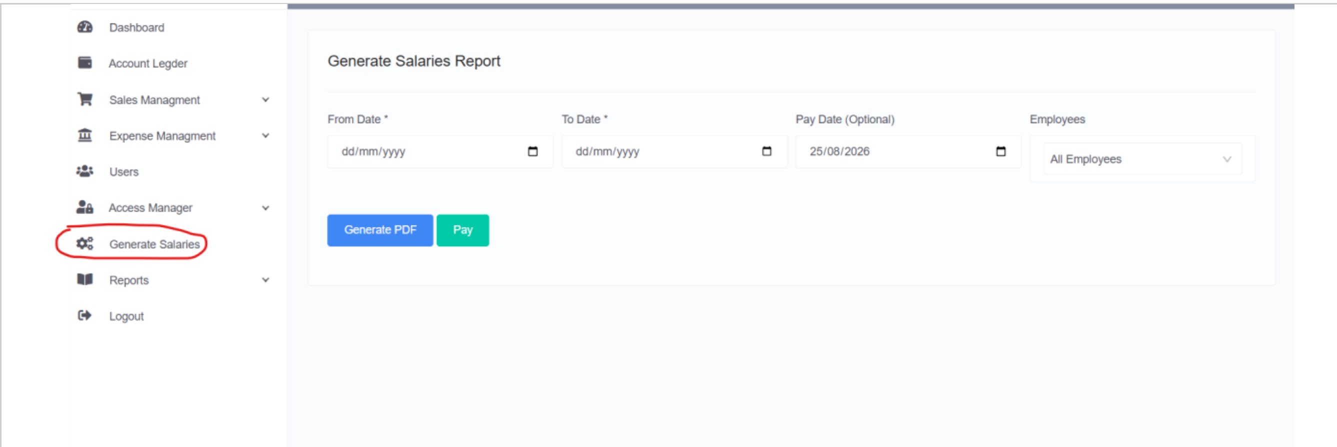


This screen is where roles and permissions come together. Each column represents a role (Super Admin, Owner, Expense Manager, Accountant, and so on), and each row represents a permission (menu or feature).

1. Open Access Manager > Assign Permission.
2. Locate the role column you want to configure.
3. Tick the checkbox next to each permission that role should have access to, or untick it to remove access.
4. Changes are saved automatically (or via the Save action, if shown) and apply immediately to all users assigned that role.

> **NOTE**
> Super Admin typically has every permission enabled by default and should be reserved for trusted administrators, since it grants full control over the system, including Access Manager itself.

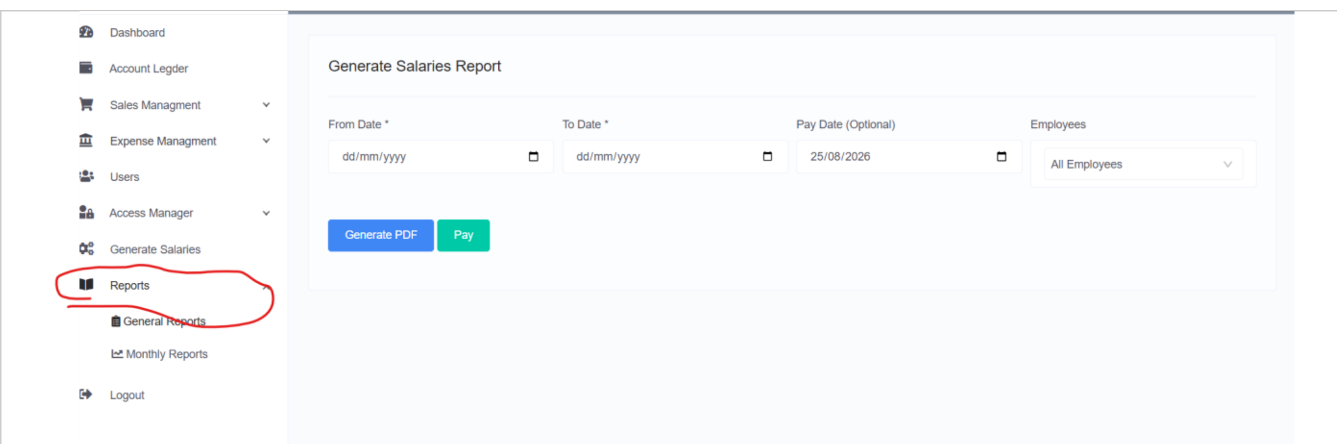
8. Generate Salaries



Use this screen to calculate and pay employee salaries for a chosen period.

1. Open Generate Salaries from the left-hand menu.
2. Enter a From Date and To Date to define the pay period.
3. Optionally set a Pay Date (defaults to today).
4. Choose Employees — leave as All Employees or select specific staff.
5. Click Generate PDF to produce a printable salary report for the period.
6. Click Pay to process and record payment for the selected employees.

9. Reports



The Reports menu provides business-wide reporting across sales and expenses, and expands into two options: General Reports and Monthly Reports.

9.1 General Reports

General Reports let you filter combined sales and expense activity between a From Date and To Date, and export the results as a PDF or Excel file — useful for VAT returns, audits, or period-end reviews.

9.2 Monthly Reports

Monthly Reports summarize sales, VAT, expenses, and profit on a month-by-month basis, mirroring the trends shown on the Dashboard, and can likewise be exported as a PDF or Excel file for record-keeping.

1. Open Reports from the left-hand menu and choose General Reports or Monthly Reports.
2. Set the date range (and any other available filters) for the report.
3. Choose to Generate PDF or export to Excel, depending on which option is available.
4. Save or print the exported file as needed.

10. Troubleshooting & FAQs

I can't see a menu that this guide describes.

Your role does not currently have permission for that menu. Ask your Super Admin or Owner to enable it under Access Manager > Assign Permission (Section 7.3).

A dropdown (Category, Role, User) is empty.

The underlying list hasn't been set up yet. For example, create at least one Sales Category (Section 4.1) before recording a sale, or at least one Expense Category (Section 5.1) before recording an expense.

My sale or expense isn't showing on the Dashboard.

Dashboard figures are based on the date the transaction was recorded. Confirm the Date or Expense Date entered on the transaction, and check the reporting period being viewed.

I can't download a PDF or Excel report.

Make sure a From Date and To Date have both been selected — the Generate PDF / Download buttons are typically disabled until a valid date range is chosen.

Who do I contact for help?

Contact your system administrator (Super Admin or Owner) for account access issues, or your IT support contact for technical problems with the CRM itself.