

HOW
CAN I
IMPROVE
MY.....

EBITDA
PROFIT
MARGINS

what should I
check for?

Profit and
Loss
Statement

what Jazoodle KPIs
should I check?

Total revenues (sales)
Are your sales volumes changing but
expenses remaining static?

Costs Of Goods Sold

Overheads / expenses

what actions can I take
to change things?

Assess unit pricing, and volumes
Can change your pricing or
marketing to influence

Can you negotiate better supplier
contracts for your direct costs
based upon volumes?

Are your expenses increasing more
than your revenues? Assess
efficiencies such as expenses per
employee. Can you reduce non staff
costs or waste

