

HOW
CAN I
IMPROVE
MY.....

GROSS
PROFIT
MARGINS

what should I
check for?

Profit and
Loss
Statement

what Jazoodle KPIs
should I check?

Total revenues (sales)

Costs Of Goods Sold

what actions can I take
to change things?

Are you relying too heavily on
discounting?
Assess competition changes, staff training
If your sales revenues falling and
direct costs relatively static?
Assess marketing efforts, competitive situation,
new product launches etc.

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

