

RUB A DUB HOT TUB: Break-Even Scenario

Examples of actions to take	Input	Notes:	
Sell more units (Increase Revenue)	0%	COGS also goes up	
Raise Prices by (increase GM)	0%	COGS stays the same when you raise prices	
Lower Expenses	0%	Reduces Capacity	
Scenario Calculations		Changes in your business	P&L Correlation
Total Income	\$ 1,210,000	1. Sell more units	Increase revenue
COGS or COS	\$ 830,497		COGS
Gross Profit	\$ 379,503	2. Raise Prices	Increase GM
Gross Margin	31%		
Expenses	\$ 309,861	3. Lower Expenses	Decrease Expenses
Net Income	\$ 69,642		
Net Profit Margin	5.76%		

Base scenario

Rub-a-Dub Scenario
Input Cells
\$ 1,210,000
\$ 830,497
31%
\$ 309,861

Disclaimer: The data presented in this spreadsheet is for demonstration purposes only. The business and all related information are entirely fictional.