

RUB A DUB HOT TUB - Comparison With Variances

	2023	2024	Variance % 2024	2025	Variance (\$) 2025	Variance % 2025
Total Sales	\$1,226,747	\$1,056,369	-14%	\$1,349,912	\$293,543	28%
Total COGs	\$800,181	\$712,322	-11%	\$895,705	\$183,383	26%
Gross Profit	\$426,566	\$344,047	-19%	\$454,207	\$110,160	32%
Gross Margin	35%	33%	-6%	34%	1%	3%
Total Expenses	\$289,047	\$249,388	-14%	\$313,505	\$64,117	26%
Net Profit	\$137,519	\$94,659	-31%	\$140,702	\$46,043	49%
Profit Margin	11%	9%	-20%	10%	1%	16%

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