

Product and service gross profit assessment

Revenue stream	Revenue dollars	Gross profit dollars	Gross profit margin %	Revenue stream gross profit as a percentage of total business gross profit dollars	Gross profit dollars trend for quarter and year for this stream	Action required
<i>e.g. Stream A, Pipe products</i>	<i>\$1,000,000</i>	<i>\$375,900</i>	<i>37.59%</i>	<i>52%</i>	<i>8% down Qtr., 12% down year</i>	<i>Launch replacement product</i>