

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>
<i>Road products</i>	<i>\$2m</i>	<i>\$1,024,400</i>	<i>51.22%</i>	<i>44%</i>	<i>4% up Qtr., 5% up year</i>	<i>Account managers to focus on average \$ sale</i>
<i>Electric lighting</i>	<i>\$550k</i>	<i>\$241,010</i>	<i>43.82%</i>	<i>12%</i>	<i>12% up Qtr., 10% up year</i>	<i>Focus on new customers program</i>
<i>Auto</i>	<i>\$71k</i>	<i>\$42,742</i>	<i>60.20%</i>	<i>3%</i>	<i>2% up Qtr., 2% up year</i>	<i>New Chinese supplier</i>
<i>Safety</i>	<i>\$177k</i>	<i>\$100,731</i>	<i>56.91%</i>	<i>5%</i>	<i>17% down Qtr., 7% down year</i>	<i>Appoint new salesperson</i>