

Profitability study of our project

Profits

PRODUCT	REVENUE	COST	PROFIT
Eco cup	216,00 €	97,20 €	118,80 €
Honey Soap	240,00 €	180,00 €	60,00 €
Soap Holder	68,00 €	48,00 €	20,00 €
Key chain	62,50 €	45,00 €	17,50 €
Olive oil	414,00 €	276,00 €	138,00 €
Cork bag	319,00 €	232,00 €	87,00 €
Collar dog	180,00 €	78,00 €	102,00 €
Candle	105,00 €	20,00 €	85,00 €
TOTAL	1.604,50 €	976,20 €	628,30 €

COMMENTS

- The total revenue for all the countries has been 1.604.5 euros.
- **Once the costs have been deducted, the global profit has been 628.3 euros.**
- The best-selling product has been the cork sleeve with a total of 58 units.
- However, the product that has contributed the most benefits has been olive oil with a total of 138 euros.
- On the other hand, the least sold product has been the candle (5 units).
- The product that has provided the least benefits has been the key chain with a total of 17.5 euros.

Indicators

PRODUCT	COST/REVENUE (%)	UNIT MARGIN (€)	GROSS MARGIN (%)	CONTRIBUTION TO PROFIT (%)
Eco cup	45%	2,2€	55%	19%
Honey Soap	75%	1,5€	25%	10%
Soap Holder	71%	2,5€	29%	3%
Key chain	72%	0,7€	28%	3%
Olive oil	67%	3€	33%	22%
Cork bag	73%	1,5€	27%	14%
Collar dog	43%	17€	57%	16%
Candle	19%	17€	81%	14%
TOTAL	61%	-	39%	100%

COMMENTS

- The costs of the products have represented 61% of its income.
- **Therefore, the total gross margin of the products has been 39%.**
- The products with the highest unit margin were the dog collar and the candle (17€ per product sold).
- On the other hand, the products with the lowest unit margin was the key chain 0,7€ per product sold).
- The product that has contributed most of the benefits has been olive oil (22%).
- For their part, the products that have contributed a smaller part of the benefits have been key chain and soap holder (3% each).