

profit increase

Template

By entering your existing business data you can see how a number of incremental steps can lead to a significant increase in net profit.

	Current performance	Improvement factor	Improved performance	
Number of potential customers		%		Look for ways to increase awareness, promote to new customers, look for referrals and advertise. Set up sales campaigns or offers to improve the chance a customer will convert into sale.
Conversion rate	%	%	%	
Number of customers				
Number of transactions per customer		%		Add on complementary products or services, or partner with other businesses to move customers from buying one item, to two. To increase the average sales transaction value, either increase prices, or sell higher margin products and services.
Average value of each sale		%		
Total turnover				
Net profit percentage	%	%	%	Reduce costs and overheads as a proportion of sales.
Resulting net profit				