

Profitability Calculator

As CEO, your focus should be on the profit you're generating, not just the amount of sales you're ringing in.

Use the chart below to calculate the profit you're making on your prod

If you have more than one product or service, complete a separate chart for each of them.

Then play with the numbers. What happens to your profit if you increase your selling price? If you lower one or more of your costs?

As your business develops, return to these calculations periodically so you can continue to maximize your profit as circumstances change.

Selling price of your product or service	
Costs of getting customers	
Marketing	
Advertising	
Travel	
Meals & Entertainment	
Other	
Costs of serving customers	
Supplies needed to create product	
Employees or contractors	
Venue rental for events	
Other	
Costs of overhead	
Rent for office or production space	
Computing equipment	
Software (including web apps)	
Insurance	
Licences & permits	
Other	
PROFIT PER PRODUCT OR SERVICE	0.00