## Financial performance plan

## 1. Improving gross margin

[Enter text - outline your gross margin and how it's calculated. How can you widen the gap between what you pay for raw materials, stock, services or components, and your final selling price?]

## 3. Improving revenue growth

[Enter text - outline sales over the last 3 years and explain the trend. How can you continue to grow revenue in the short and long term?]

## 5. Improving net profit percentage

[Enter text - outline your net profit percentage and the last 3 years trend. Explain why it's increasing/decreasing and how you can improve the bottom line.]

## 7. Factors that impact your costs

[Enter text - it's important to take all your costs into account, so make sure you include your overhead and all other fixed costs. Include all the costs you can think of that you have no control over, such as suppliers increasing their prices. Outline all the factors that could impact on your costs and be sure to include your fixed and variable costs.]

## 2. Improving average revenue per customer

[Enter text - outline your average revenue per customer and how this is calculated. How can you improve this metric?]

## 4. Improving revenue per employee

[Enter text - outline the revenue per employee (total revenue divided by number of employees. How can you increase this ratio (better systems, processes, automation), and increase sales without adding extra employees?]

## 6. Break-even analysis

[Enter text - it's essential to have an accurate estimate of how many items (or hours of service) you'll need to sell each week, to cover your costs and begin to make a profit. Outline the results of your break-even.]

## 8. Price strategy

[Enter text - outline your pricing strategy and rationale.]

