

SESSION 11 CASE STUDY

BAGEEZ **INCOME** and PROFIT

1. INCOME = QUANTITY x PRICE (BUDGETED **INCOME** is the amount of money you EXPECT to make from selling your products.)

PRODUCT	QUANTITY COPIED from Session 10 PRICE Case Study	x	PRICE COPIED from Session 10 PRICE Case Study	=	INCOME QUANTITY x PRICE
BAGEEZ	50	x	£3.00	=	£150.00

2. PROFIT = INCOME – EXPENSES (BUDGETED PROFIT is money you EXPECT to make from your **INCOME** after taking away your **EXPENSES**.)

TOTAL INCOME (COPIED from the table above)	–	TOTAL EXPENSES COPIED from Session 10 PRICE Case Study	=	PROFIT / LOSS
£150.00	–	£20.00	=	£130.00

INCOME is also called REVENUE,
SALES or TURNOVER.



If you made a loss then your INCOME
is too LOW or EXPENSES are too
HIGH.

