



Profit & Loss Lemonade Stand P&L Analysis

Answer the following questions using the Lemonade Stand P&L Statements.

- 1. Which shows more profit, P&L#1 or P&L#2?**
- 2. What is the difference in profit between P&L#1 and P&L#2?**
- 3. Why is the profit higher in P&L#2 than in P&L#1?**
- 4. Why does P&L#3 show even more profit?**
- 5. Why is P&L#4 more profitable than P&L#3? What changed?**
- 6. How did pricing in P&L#5 affect the profit?**
- 7. Which scenario would you choose to make the most profit if you kept the price per cup of lemonade at \$.50?**
- 8. Which P&L shows the highest profit margin %?**