



# Profit & Loss

## Lemonade Stand P&L Statements

Calculate gross income, total expenses, net income (profit), and profit margin %s for each P&L statement below.

|                                | P&L #1        | P&L #2               | P&L #3               | P&L #4                           | P&L #5                              |
|--------------------------------|---------------|----------------------|----------------------|----------------------------------|-------------------------------------|
| Cups sold                      | 20            | 20                   | 20                   | 20                               | 20                                  |
| Selling Price                  | \$ .50        | \$ .50               | \$ .50               | \$ .50                           | \$.60                               |
| <b>Gross Income</b>            | <b>\$</b>     | <b>\$</b>            | <b>\$</b>            | <b>\$</b>                        | <b>\$</b>                           |
| Ready-made lemonade            | \$ 3.00       | \$ 3.00              | \$ 3.00              | \$ 0                             | \$ 0                                |
| Powered lemonade               | \$ 0          | \$ 0                 | \$ 0                 | \$ 1.50                          | \$ 1.50                             |
| Cups                           | \$ .99        | \$ .99               | \$ 0                 | \$ 0                             | \$ 0                                |
| Poster board                   | \$ .79        | \$ .79               | \$ 0                 | \$ 0                             | \$ 0                                |
| Marker                         | \$ .59        | \$ 0                 | \$ 0                 | \$ 0                             | \$ 0                                |
| Tape                           | \$ .59        | \$ 0                 | \$ 0                 | \$ 0                             | \$ 0                                |
| <b>Total Expenses</b>          | <b>\$</b>     | <b>\$</b>            | <b>\$</b>            | <b>\$</b>                        | <b>\$</b>                           |
| <b>Net Income (Profit)</b>     | <b>\$</b>     | <b>\$</b>            | <b>\$</b>            | <b>\$</b>                        | <b>\$</b>                           |
| <b>Profit Margin %</b>         | <b>%</b>      | <b>%</b>             | <b>%</b>             | <b>%</b>                         | <b>%</b>                            |
| <b>Assumptions:</b>            | High expenses | Reduce some expenses | Reduce more expenses | Switch from ready-made to powder | Increase selling price by \$.10/cup |
| Cartons of ready-made lemonade | 2             | 2                    | 2                    | 0                                | 0                                   |
| Cans of powdered lemonade      | 0             | 0                    | 0                    | 1                                | 1                                   |
| Packages of cups               | 1             | 1                    | Use from home        | Use from home                    | Use from home                       |
| Poster board                   | 1             | 1                    | Use paper from home  | Use paper from home              | Use paper from home                 |
| Marker                         | Purchase      | Use from home        | Use from home        | Use from home                    | Use from home                       |
| Tape                           | Purchase      | Use from home        | Use from home        | Use from home                    | Use from home                       |