Brand Profitability

Micro PC Quarter 5

Brand Profitability

	PCmini Lite.	PCmini Basic.
Brand Revenues	3,888,611	2,295,306
- Rebates	0	89,400
- Cost of Goods Sold	1,537,765	929,116
= Gross Profit	**2,350,846**	**1,276,790**
Brand Design	60,000	60,000
+ Ad Design	30,000	0
+ Brand Advertising	80,091	61,821
+ Point of Purchase Display	600	0
= Expenses	**170,691**	**121,821**
Brand Profit	**2,180,155**	**1,154,969**
% from Brand Revenues	56	50
Profit per Unit	**1,914**	**1,292**