|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Component | Acceptable Percentage | Actual Percentage | Acceptable Results | Recommended Action if needed |
| Yes | No |
| Cost of merchandise sold | No more than 47.5% |  |  |  |  |
| Gross Profit on sales | No less than 52.5% |  |  |  |  |
| Total Expense | No more than 29% |  |  |  |  |
| Net Income | No less than 23.5% |  |  |  |  |