

Catalog Item Sales Analysis Sheet

Form 2

| Rank | Item Number | Page Number | # of Units Sold | \$Unit Price | \$Unit Margin | Space Factor | Net Profit | INDEX | Remarks |
|------|------------------|-------------|-----------------|---------------|----------------|--------------|------------|-------|---------|
| | Item Description | | | \$Total Sales | \$Gross Margin | \$Ad Cost | NP/AC | | |
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NOTE The INDEX is calculated as follows: Find the SUM of the Net Profit of all items in the catalog and divide this by the total catalog cost. Call this INDEX 1. Then use the following formula: Index for an Item = NP/AC + 1/ INDEX 1 + 1