


Case 10: Gardening Retailer (II of III)

Booz Allen – Home Team, Round 1

Income Statement

Revenue	\$100M	
COGS	\$50M	
Transportation	\$10M	
Marketing	\$15M	 <div><u>Direct Order Costs</u> Designing Printing Distribution/Shipping</div>
Fulfilment	\$10M	
Labor + Store Rent	\$15M	
SG&A	\$5M	