

# 2014-2017 Key Performance Index: Tables

How well are we selling tables in California?

(\$303.56)

Total Profit

281

Total Units Sold

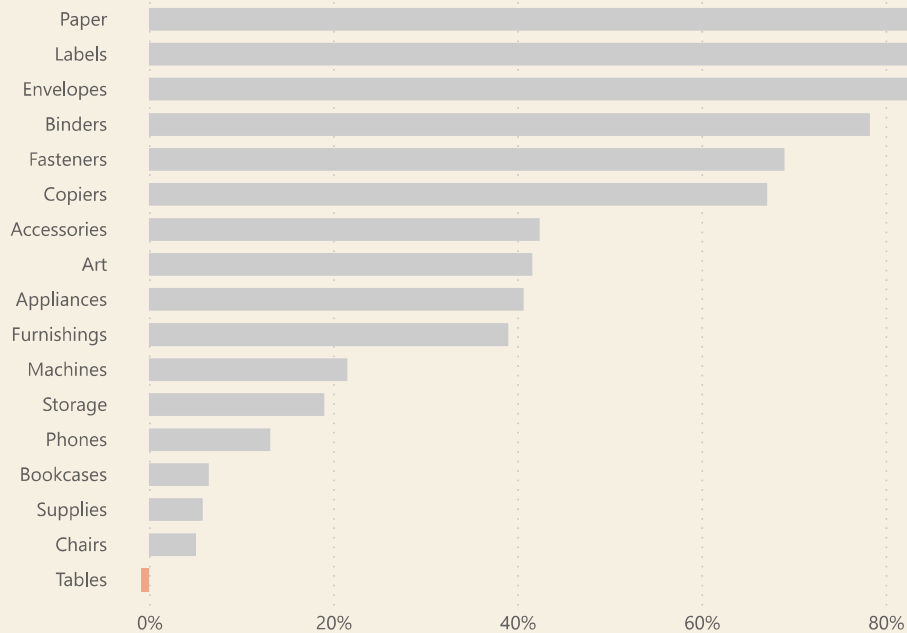
\$36.34K

Total Revenue

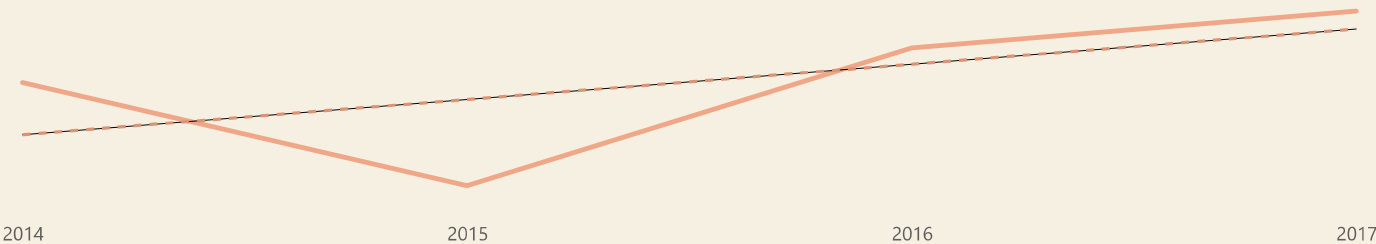
\$36.65K

Total Cost

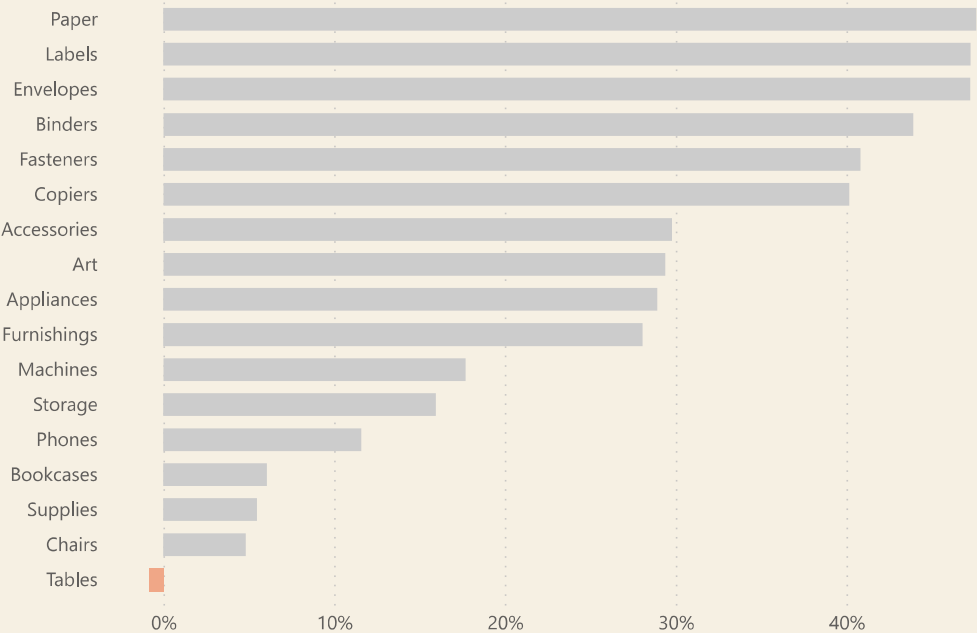
ROI



Sales Trend



Profit Margin

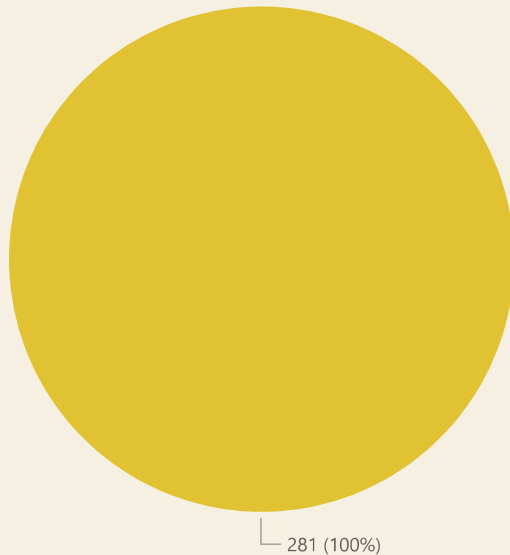


## What is the cause of profit loss?

Discounts

What percent of tables were sold at a discount?

Discount ● 20%



### Impossible Solution

Solution #1: Decreasing the cost of Tables production

### Possible Solutions

Solution #2: Stop selling tables with a discount OR increase the sales price to represent the actual price before the discount, then discount by 20%

Solution #3: Stop producing Tables, and reallocate the resources into a different stream of revenue

## Solution #2: Removing the Discount/Increasing Sales Price

Assuming we will sell the same number of Tables at an increased price, will selling Tables be profitable?

### Current Profit Level of Paper

(\$303.56)

Total Profit

-0.83%

ROI

-0.84%

Profit Margin

### Price Change

\$129.34



\$161.67

\*removing the discount or increasing the sales price to represent the non-discounted price with a 20% discount results in the same selling price

### Potential Profit Level of Tables

\$8.78K ▲

Total Profit

23.96% ▲

ROI

19.33% ▲

Profit Margin

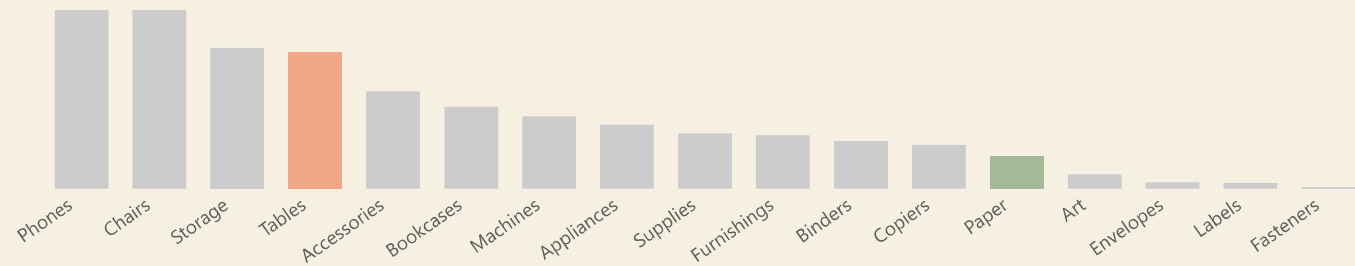
### Solution #3: Reallocating our Resources

Where should we reallocate our resources?

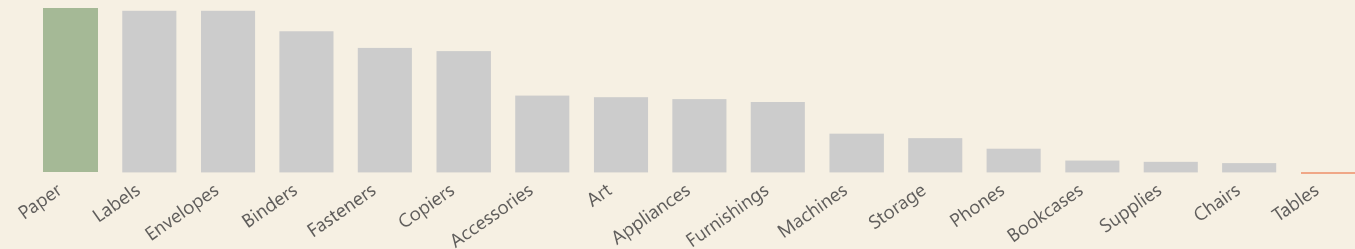
11.26%

Percentage of Resources Available

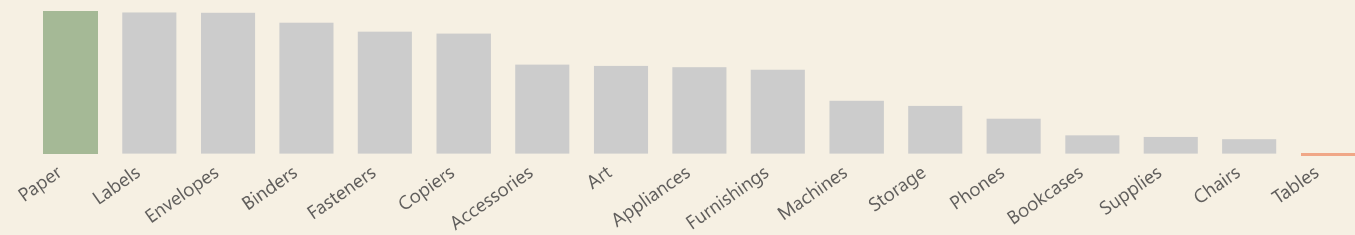
Resource Allocation



ROI

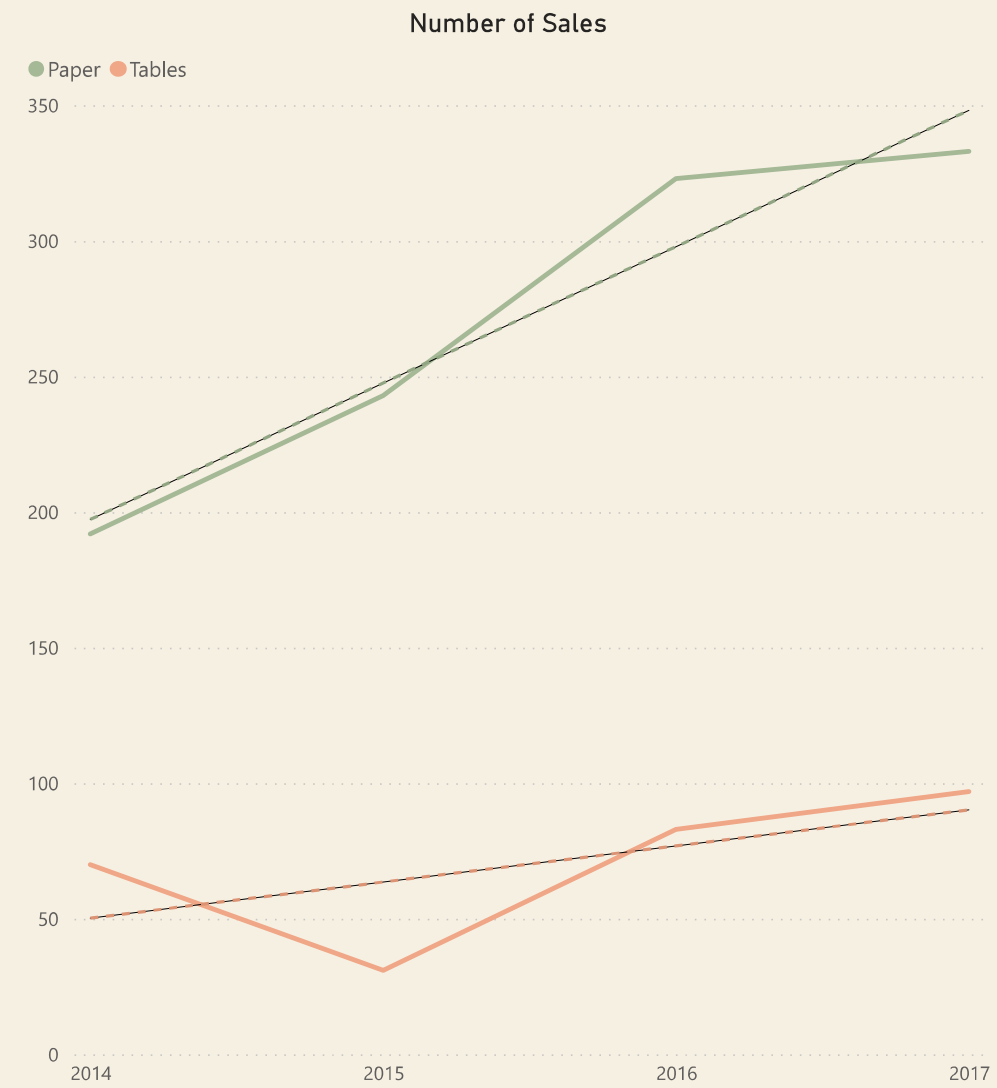
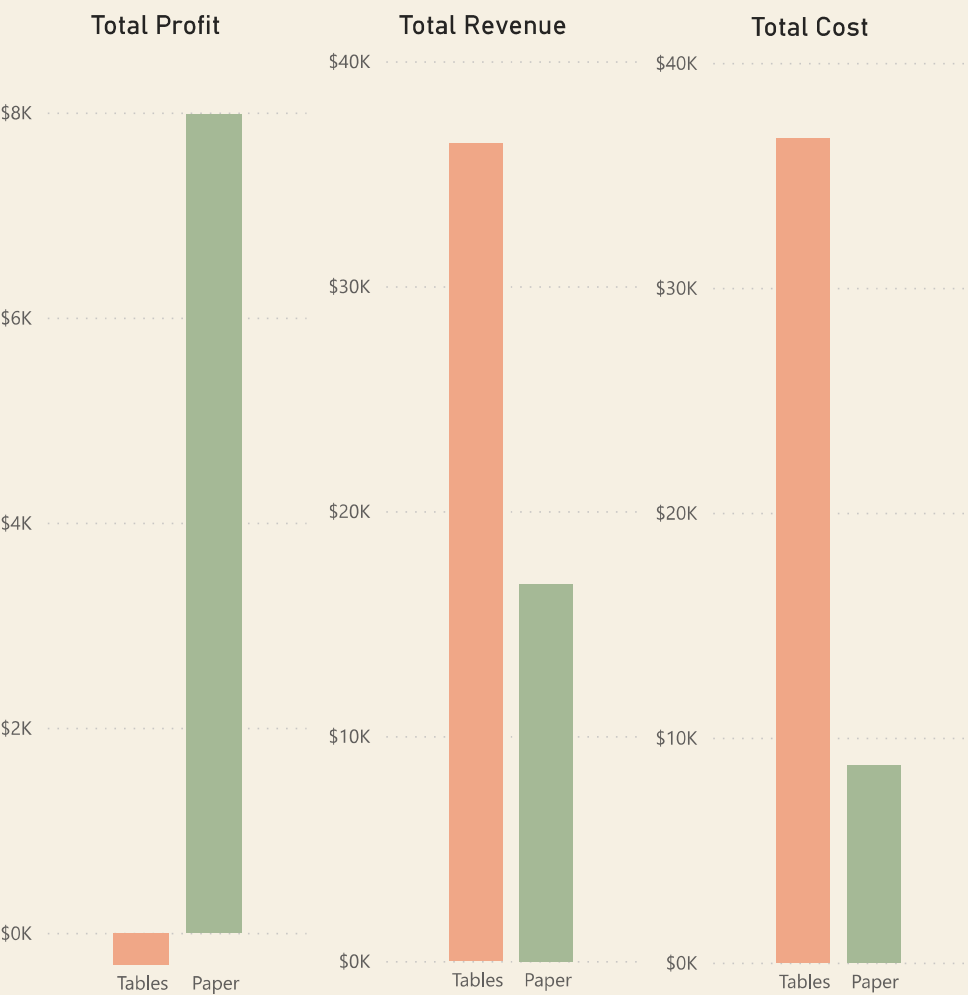


Profit Margin



### Solution #3: Potential Resource Reallocation to Paper

Comparing Current Profit, Revenue, Cost and Sales Between Tables and Paper



### Solution #3: Reallocating our Resources to Paper

Assuming we will sell all the Paper in our store at the average price, will selling Paper be profitable?

#### Current Profit Level of Paper

**\$7.98K**

Total Profit


**90.86%**

ROI


**47.60%**

Profit Margin

#### Potential Profit Level of Paper

**\$41.25K** 

Total Profit

**90.81%** 

ROI

**47.59%** 

Profit Margin

## Best Solution: Removing the Discount/Increasing Sales Price

**\$8.78K** ▲

Total Profit

**23.96%** ▲

ROI

**19.33%** ▲

Profit Margin