

SLIDE 1: AGENDA

1. What is Margin?
2. Types of Margins
3. Importance of Margin in Business
4. Key Factors Affecting Margins
5. Strategies to Improve Margins
6. Case Studies / Examples
7. Conclusion & Recommendations
8. Q&A

SLIDE 2: WHAT IS MARGIN?

- Definition of profit margins: revenue vs. costs.
- Formula for calculating margins (Gross, Operating, and Net margins).

SLIDE 3: TYPES OF MARGINS

- **Gross Margin:** $(\text{Revenue} - \text{Cost of Goods Sold}) / \text{Revenue}$
- **Operating Margin:** $(\text{Operating Income} / \text{Revenue})$
- **Net Profit Margin:** $(\text{Net Profit} / \text{Revenue})$
- Comparison of margins across industries.