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| **Spectacular Vernacular** | **Can I Contribute?** | **COGS** | **Bringing Home the Bacon** | **Just for Fun!** |
| **COGS** |  |  | **This is a place to go to explore controllable expenses.** |  |
| **GM** |  |  | **These 3 categories make up total store revenue.** |  |
| **TC** | **This cash management behavior helps with over/short.** | **This report is a resource to see if product waste is in line.** | **This category generally creates the biggest revenue.** |  |
| **CC** | **These are 5 controllable expenses.** |  | **Within Total revenue beverage, for most stores this is the biggest money-maker.** |  |
| **P&l** | **These are 3 non-controllable expenses.** |  | **This is the second largest revenue-producing category.** |  |