



Sell / Cost / Profit Analysis



Our Frozen, Prepared 12" Pizza Plan

| ITEM | SELL PRICE | ORGANIZATION COST | DOLLAR PROFIT | % PROFIT |
|----------------------------|------------|-------------------|---------------|----------|
| Lena's 5-Cheese | \$ 8.50 | \$ 5.00 | \$ 3.50 | 41.18% |
| Lena's Pepperoni | \$ 8.50 | \$ 5.00 | \$ 3.50 | 41.18% |
| Lena's Sausage | \$ 8.50 | \$ 5.00 | \$ 3.50 | 41.18% |
| Lena's Bacon | \$ 8.50 | \$ 5.00 | \$ 3.50 | 41.18% |
| Lena's Sausage & Pepperoni | \$ 8.50 | \$ 5.00 | \$ 3.50 | 41.18% |
| Lena's Four Meat | \$ 9.50 | \$ 5.50 | \$ 4.00 | 42.11% |
| Lena's Deluxe | \$ 9.50 | \$ 5.50 | \$ 4.00 | 42.11% |
| Lena's Pizza Cutter | \$ 6.00 | \$ 4.00 | \$ 2.00 | 33.33% |