

2.3.1 Profit

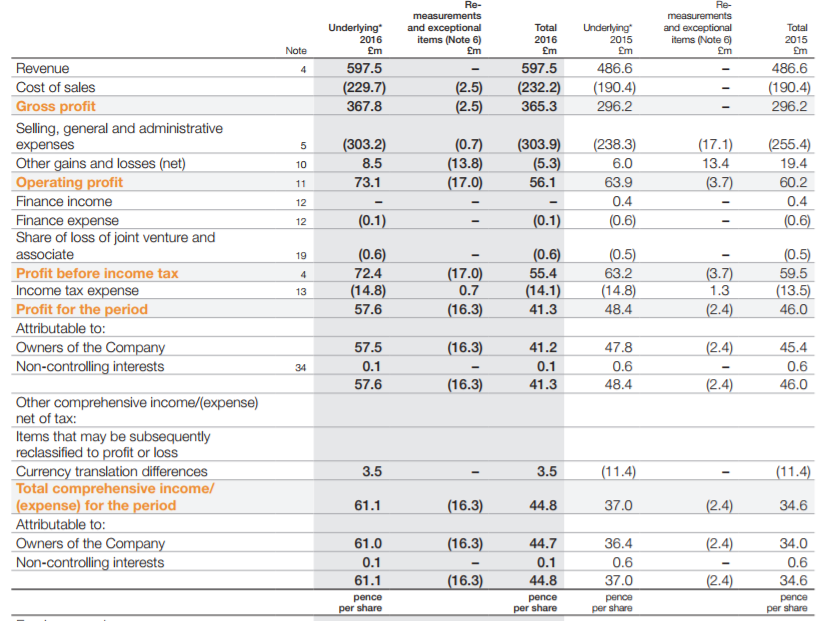
Write a definition of profit here:

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[](https://www.supergroup.co.uk/media/docs/SuperGroup-2016-Annual-Report-Accounts.pdf)Statement of comprehensive income

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Gross profit formula – write that here:

What is the GP for SuperGroup Plc?

Read it on the statement of comprehensive income



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| **2015** |  |
| 2016 |  |

Conclusions

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Operating profit formula – write that here:



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| **2015** |  |
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Conclusions:

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Net profit formula – write that here:



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| **2015** |  |
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Conclusions:

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How the statement of comprehensive income helps to measure profitability:

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Gross profit margin % – write the formula here:



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| **2015** |  |
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Conclusions:

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Operating profit margin % – write the formula here:



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| **2015** |  |
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Conclusions:

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Net profit margin % – write the formula here:



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| **2015** |  |
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Conclusions:

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Ways to improve profitability:

**Increase revenue**



**Reduce costs**

Profit vs cash

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| Profit | Cash |
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