

## Profit Increase Calculator

By entering your existing business data you can see how a number of incremental steps can lead to a significant increase in net profit.

	Current performance	Improvement factor	Improved performance	
Number of potential customers				Look for ways to increase awareness, promote to new customers, look for referrals, and advertise. Set up sales campaigns or offers to improve the chance a customer will convert to a sale.
Conversion rate				
<b>Number of customers</b>				
Number of transactions per				Add on complementary products or services, or partner with other businesses to move customers from buying one item, to two. To increase the average sales transaction value, either increase prices, or sell higher margin products and services.
Average value of each sale				
<b>Total turnover</b>				
Net profit percentage				Reduce costs and overheads as a proportion of sales.
<b>Resulting net profit</b>				