

Game Journal

Group Name _____
Run _____

	Projected	Actual
Price		
Unit Sales (Q)		
Sales		
Fixed Costs		
Variable Costs		
Advertising		
Total Costs		
Net Income		
Return On Sales (ROS) %		
Market Averages		
Price	N/A	
Sales (units)	N/A	
Advertising	N/A	
ROS%	N/A	

Describe rationale for calculations