

## BALANCING PRODUCTS

---

You need to have an **even spread** of your products in the marketplace.

Use the percentage of gross profit each product contributes to your business, from your Products Analysis.



Product	2014	2015	2016
A	5%	4%	4%
B	46%	40%	38%
C	45%	44%	47%
D	4%	4%	3%

Even though Product A is both popular and profitable it doesn't contribute much to your profits. Ideally, you need to bring this percentage up.

Products B and C are too dominant, making your business vulnerable should the marketplace no longer want them.

This analysis needs to be done every 6 months, to keep your pulse on how your products are performing in the marketplace.