

	B	C	D	E	F	G	H	I	J	K
1										
2										
3	<b>Sales figures</b>			<b>Income</b>						
4	number of keyrings sold	350		from one keyring						
5	selling price	1.7		from sales		=C5				
6				grant for setup from		200				
7	=IF(C4<100,"Cannot buy less than 100"," ")			sponsorship from TTC 5% < 150, 10% < 300		=VLOOKUP(C4,J11:K13,2)				
8				Total from sponsorship		=G8*G6				
9	<b>Profit/loss</b>	=G11-G27								
10	=IF(C9>-0.01,"We're making money"," ")			<b>Total</b>		=SUM(G6+G7+G9)		sponsorship		
11	=IF(C9>-0.01," ","We're in the red")							0		0
12								151		0.05
13	<b>Profit per keyring</b>	=(G5+(G5*G8))-C17						301		0.1
14	=IF(C13<0,"Increase the selling price"," ")			<b>Expenditure</b>						
15				cost of 1 keyring		=VLOOKUP(C4,J16:K19,2)			<b>Discounts on keyrings</b>	
16				cost of all keyrings		=C4*G16			100	2.4
17	<b>Total expenditure per keyring</b>	=G16+(G19/C4)							250	1.71
18	=IF(K21<C17,"It's not possible to make money"," ")			Setup cost		35			500	1.66
19				advertising costs						
20				website		=1.59*12+2.59				
21				posters		=10*19.8				
22										
23										
24										
25										
26										
27				<b>Total</b>		=SUM(G17:G26)			<b>selling price per keyring</b>	=(G5+(G5*G8))