Gross Profit and Profit Margin Analysis

Student’s name

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**Gross Profit and Margin Analysis**

The analysis of the Been Carded, Ltd financial statement indicates that the company has a gross profit margin of 64.99% and profit margin percentage of 20.07% for the FY 2016. This indicates an improved performance based on the gross profit margin and profit percentage of the previous FY 2015. The gross profit margin and profit margin percentage for the FY 2015 were 32% and 22.5% and therefore, it is an indication of improved performance and this therefore, means that Been Carded Ltd performed well during the financial year 2016. The industrial performance also indicates that Been Carded Ltd performed better than expected. The gross profit margin ratio and profit margin percentage for the industry are 32% and 19.5% respectively. This is a clear indication that Been Carded performed better in the market, which is above the market expectation and therefore, it has been profitable.