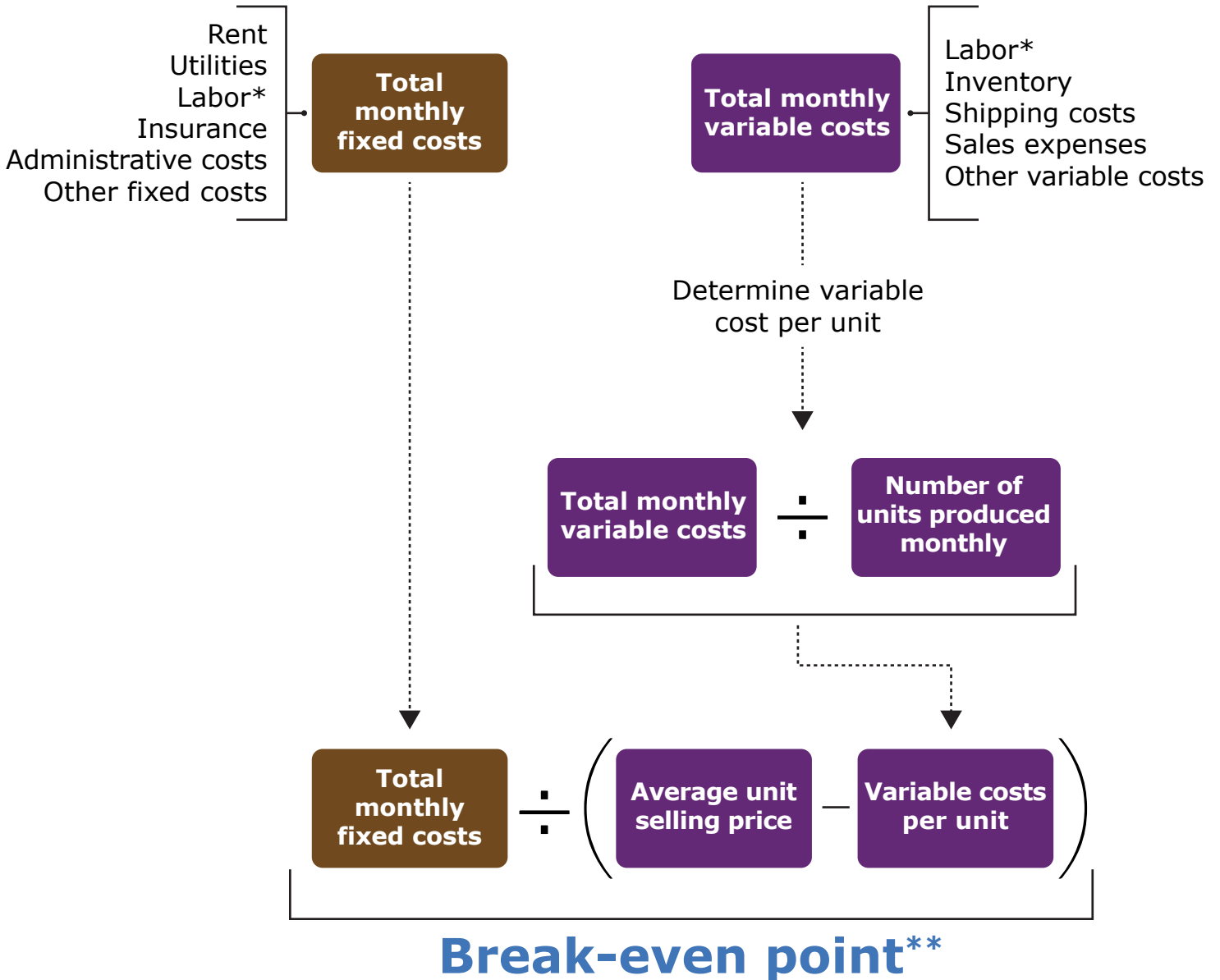




Calculate your break-even point

Follow the flow chart to calculate your break-even point, which is the number of units you need to sell each month to cover your expenses.¹



Any units you sell beyond your break-even point will earn you a profit. If you don't reach your break-even point, however, your business can't cover its expenses.



On average, only **30%** of businesses break even.²



39% make a profit over their lifetimes.²



30% lose money.²

*Labor may be listed as a fixed and/or variable cost. Management salaries, for instance, may be fixed, while hourly wages vary. Take this into account as you conduct your break-even analysis.

**The number calculated is monthly units that must be sold to break even.

Sources:

¹ "How to Perform a Break-Even Analysis." Inc. <http://www.inc.com/guides/2010/12/how-to-perform-a-break-even-analysis.html>

² "Lies, Damn Lies and Statistics About Entrepreneurs." Entrepreneur. <http://www.entrepreneur.com/article/238800>