



# MONEY WISE

## An exercise in money management for business and life

One of the biggest challenges in running a restaurant is managing income and expenses to maximize profit. To understand the flow of money through a business, you need to understand :

- REVENUE: Total income produced, also known as gross income.
- EXPENSES: Costs charged against/deducted from revenue/gross income.
- PROFIT: Excess of returns after expenditures, also known as net income.

Think about revenue, expenses and profit as it relates to a restaurant, the Girl Scout Cookie Program and your personal finances (self or family).

### REVENUE: WHERE DOES THE MONEY COME FROM?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

### EXPENSES: HOW IS THE MONEY SPENT?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL

### PROFIT: WHAT IS DONE WITH THE MONEY THAT REMAINS AFTER EXPENSES?

RESTAURANTS

GIRL SCOUT COOKIE PROGRAM

PERSONAL