Gross Catalog Analysis Sheet									
Lists Used					Catalog Cod	е			
Date Sent					Quantity				
THIS WEEK					CUMULATIVE				
Date	# of Orders	\$ Sales	\$ Avg	g/Order	# of Orde	rs	\$ Sa	les	\$ Avg/Order
Projected Sales					Gr	oss Pro	ofit Margin		
Total Sales to Date					Net Profit				
Total Orders to Date				Gross 1		ss Pro	fit /Catalog		
Av. \$ Spent/Order					N	Net Profit/Catalog			
	og			Av. # of Orders/Week					
Time	is			Orders/Mailings (%)					
Catalog Cost (total all costs including, photography, type-setting, preparatory work, printing, postage and fullfillment)					# of Pages		f Copies rinted	Cost Per Page	Cost Per Cata- log
					I	<u> </u>			