**Case study: ML INC.**

In 2017 Mona Lott, a fashion designer, set up her own clothing brand retailing direct to consumers via the internet. In her first year if trading, Mona focused on one item of clothing, t-shirts, which she retailed at £12 each. In her first month of trading ML INC. sold 347 units.

**Questions:**

**1.** What was ML INC.s revenue for the first month of trading? Please show your workings

**2.** How could Mona increase the revenue of ML INC.?

​

**3.** If ML INC.s costs for the first month of trading were £3,000 how much profit did the business make?

**Stretch & challenge:** What costs do you think ML INC. may have incurred during their first month of trading?