

P+L:

Profit and Loss Statement

D to C:

Direct to Consumer

Balance Sheet:

Statement of Financial Position. More info [here: https://www.investopedia.com/articles/04/031004.asp](https://www.investopedia.com/articles/04/031004.asp)

Distribution Model:

How you plan to distribute your products, online, direct to retail, through a distribution partner

SRM:

Supplier Relationship Manager

Codes:

Numbers assigned to each of your products so that buyers can purchase your products from a distributor

CPG:

Consumer Packaged Goods

Margin:

The percentage you are making on your product after you pay for what it costs to make.

Trade Spending:

The money you spend on various types of promotions including, but not limited to, coupons, on shelf promotions, free fills, slotting fees

Slotting:

Paying for space on a shelf