



Gap

Corporate Profitability Report

Why do we focus on profitability? Because we believe profitability is at the core of an enduring business. Gap, Inc. adopts a holistic approach to incorporate sources of profitability from every stakeholder. By striving to build profitability competencies across our value chain, we can both do good and do well.

	2005	2006	2007
Old Navy	●	●	●
Gap	●	●	●
Banana Republic	●	●	●
Piperlime	-	●	●

Highly profitable
 Profitable
 Marginal
 Growing
 Declining