



RETURN ON INVESTMENT FOR BT'S SMOKEHOUSE FROM WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	<i>Benefit</i>	\$45,000	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000	\$500,000	\$750,000
Revenue increase from implementing these PBD strategies:									
You Have a Marketing Plan	10%	\$4,500	\$7,500	\$10,000	\$15,000	\$20,000	\$30,000	\$50,000	\$75,000
You Expand Your Business	20%	9,000	15,000	20,000	30,000	40,000	60,000	100,000	150,000
Your Efficiency is Cutting Edge	0%	-	-	-	-	-	-	-	-
PRO-FORMA REVENUES		<u>58,500</u>	<u>97,500</u>	<u>130,000</u>	<u>195,000</u>	<u>260,000</u>	<u>390,000</u>	<u>650,000</u>	<u>975,000</u>
YOUR COSTS	80%	\$36,000	\$60,000	\$80,000	\$120,000	\$160,000	\$240,000	\$400,000	\$600,000
Cost (decrease) from implementing these PBD strategies:									
You Have a Marketing Plan	0%	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
You Expand Your Business	10%	3,600	6,000	8,000	12,000	16,000	24,000	40,000	60,000
Your Efficiency is Cutting Edge	-5%	(1,800)	(3,000)	(4,000)	(6,000)	(8,000)	(12,000)	(20,000)	(30,000)
PRO-FORMA COSTS		<u>37,800</u>	<u>63,000</u>	<u>84,000</u>	<u>126,000</u>	<u>168,000</u>	<u>252,000</u>	<u>420,000</u>	<u>630,000</u>
PRO-FORMA PROFIT		<u>\$20,700</u>	<u>\$34,500</u>	<u>\$46,000</u>	<u>\$69,000</u>	<u>\$92,000</u>	<u>\$138,000</u>	<u>\$230,000</u>	<u>\$345,000</u>
Original Profit		9,000	15,000	20,000	30,000	40,000	60,000	100,000	150,000
Benefit from working with PBD		<u>\$11,700</u>	<u>\$19,500</u>	<u>\$26,000</u>	<u>\$39,000</u>	<u>\$52,000</u>	<u>\$78,000</u>	<u>\$130,000</u>	<u>\$195,000</u>
Performance Business Design Fees:									
You Have a Marketing Plan		2,100	2,100	2,100	2,100	2,100	2,100	2,100	2,100
You Expand Your Business		1,090	670	670	670	670	670	670	670
Your Efficiency is Cutting Edge		<u>820</u>	<u>670</u>	<u>670</u>	<u>670</u>	<u>670</u>	<u>670</u>	<u>670</u>	<u>670</u>
Total Fees to PBD		<u>4,010</u>	<u>3,440</u>	<u>3,440</u>	<u>3,440</u>	<u>3,440</u>	<u>3,440</u>	<u>3,440</u>	<u>3,440</u>
Your 2-Year Return on Investment		<u>96%</u>	<u>233%</u>	<u>328%</u>	<u>517%</u>	<u>706%</u>	<u>1084%</u>	<u>1840%</u>	<u>2784%</u>

NOTES:

- 1 "PBD" represent Performance Business Design
- 2 Prices are subject to change. A formal quote will be made only by presentation.
- 3 All numbers shown above are estimates and can not be guaranteed.
- 4 Revenue and cost assumptions are just that. We have no access to proprietary information.