



## RETURN ON INVESTMENT FOR ZORBA'S PIZZERIA AND TAVERN WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	<i>Benefit</i>	\$75,000	\$100,000	\$150,000	\$200,000	\$300,000	\$500,000	\$750,000	\$ 1,000,000
Revenue increase from implementing these PBD strategies:									
Your Mission Statements are Impressive	2%	\$1,500	\$2,000	\$3,000	\$4,000	\$6,000	\$10,000	\$15,000	\$20,000
Your Customer Service is Exemplary	3%	2,250	3,000	4,500	6,000	9,000	15,000	22,500	\$30,000
You Expand Your Business	5%	<u>3,750</u>	<u>5,000</u>	<u>7,500</u>	<u>10,000</u>	<u>15,000</u>	<u>25,000</u>	<u>37,500</u>	<u>\$50,000</u>
<b>PRO-FORMA REVENUES</b>	<b>10%</b>	<b><u>82,500</u></b>	<b><u>110,000</u></b>	<b><u>165,000</u></b>	<b><u>220,000</u></b>	<b><u>330,000</u></b>	<b><u>550,000</u></b>	<b><u>825,000</u></b>	<b><u>1,100,000</u></b>
YOUR COSTS	<i>80%</i>	\$60,000	\$80,000	\$120,000	\$160,000	\$240,000	\$400,000	\$600,000	800,000
Cost decrease from implementing these PBD strategies:									
	0%	-	-	-	-	-	-	\$0	
	0%	-	-	-	-	-	-	-	
	<u>0%</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>	<u>-</u>
<b>PRO-FORMA COSTS</b>	<b>0%</b>	<b>60,000</b>	<b>80,000</b>	<b>120,000</b>	<b>160,000</b>	<b>240,000</b>	<b>400,000</b>	<b>600,000</b>	<b>800,000</b>
<b>PRO-FORMA PROFIT</b>		<b><u>22,500</u></b>	<b><u>30,000</u></b>	<b><u>45,000</u></b>	<b><u>60,000</u></b>	<b><u>90,000</u></b>	<b><u>150,000</u></b>	<b><u>225,000</u></b>	<b><u>300,000</u></b>
Original Profit		15,000	20,000	30,000	40,000	60,000	100,000	150,000	200,000
Benefit from working with PBD		<u>\$7,500</u>	<u>\$10,000</u>	<u>\$15,000</u>	<u>\$20,000</u>	<u>\$30,000</u>	<u>\$50,000</u>	<u>\$75,000</u>	<u>\$100,000</u>
Performance Business Design Fees:									
Your Mission Statements are Impressive		1,240	1,240	1,240	1,240	1,240	1,240	1,240	1,240
Your Customer Service is Exemplary		410	410	410	410	410	410	410	410
You Expand Your Business		<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>	<u>1,110</u>
Total Fees to PBD		2,760	2,760	2,760	2,760	2,760	2,760	2,760	2,760
Return on Investment Over 2 Years		<u>400%</u>	<u>600%</u>	<u>1000%</u>	<u>1300%</u>	<u>2100%</u>	<u>3500%</u>	<u>5300%</u>	<u>7100%</u>
Payback Period (months)		4	3	2	2	1	1	0	0

**NOTES:**

"PBD" represent Performance Business Design

Prices are subject to change. A formal quote will be made only by presentation.

All numbers shown above are estimates and cannot be guaranteed.