



RETURN ON INVESTMENT FOR ALTA MODA WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	Benefit \$	30,000	45,000	75,000	100,000	150,000	200,000	300,000	500,000
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Revenue increase from implementing these PBD strategies:

You Have a Website Campaign	3%	\$900	\$1,350	\$2,250	\$3,000	\$4,500	\$6,000	\$9,000	\$15,000
You Launch Sales Campaigns	4%	\$1,200	1,800	3,000	4,000	6,000	8,000	12,000	20,000
Your Social Media Campaign Shines	3%	\$900	1,350	2,250	3,000	4,500	6,000	9,000	15,000
PRO-FORMA REVENUES	10%	33,000	49,500	82,500	110,000	165,000	220,000	330,000	550,000

YOUR COSTS	70%	21,000	\$31,500	\$52,500	\$70,000	\$105,000	\$140,000	\$210,000	\$350,000
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Cost decrease from implementing these PBD strategies:

	0%	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
	0%	-	-	-	-	-	-	-	-
PRO-FORMA COSTS	0%	21,000	31,500	52,500	70,000	105,000	140,000	210,000	350,000
PRO-FORMA PROFIT		12,000	18,000	30,000	40,000	60,000	80,000	120,000	200,000

Original Profit		9,000	13,500	22,500	30,000	45,000	60,000	90,000	150,000
Benefit from working with PBD		<u>\$3,000</u>	<u>\$4,500</u>	<u>\$7,500</u>	<u>\$10,000</u>	<u>\$15,000</u>	<u>\$20,000</u>	<u>\$30,000</u>	<u>\$50,000</u>

Performance Business Design Fees:									
You Have a Website Campaign		410	410	410	410	410	410	410	410
You Launch Sales Campaigns		970	970	970	970	970	970	970	970
Your Social Media Campaign Shines		690	690	690	690	690	690	690	690
Total Fees to PBD		2,070	2,070	2,070	2,070	2,070	2,070	2,070	2,070
Return on Investment Over 2 Years		<u>190%</u>	<u>335%</u>	<u>600%</u>	<u>900%</u>	<u>1300%</u>	<u>1800%</u>	<u>2800%</u>	<u>4700%</u>
Payback Period (months)		8	6	3	2	2	1	1	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.