



## RETURN ON INVESTMENT FOR SPENCER FURNITURE 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 Marketing Plan Excites Everyone	3%	2,250	3,000	4,500	6,000	9,000	15,000	22,500	\$30,000
You Have a Website Campaign	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	70%	\$52,500	\$70,000	\$105,000	\$140,000	\$210,000	\$350,000	\$525,000	700,000
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>52,500</b>	<b>70,000</b>	<b>105,000</b>	<b>140,000</b>	<b>210,000</b>	<b>350,000</b>	<b>525,000</b>	<b>700,000</b>
<b>PRO-FORMA PROFIT</b>		<b><u>30,000</u></b>	<b><u>40,000</u></b>	<b><u>60,000</u></b>	<b><u>80,000</u></b>	<b><u>120,000</u></b>	<b><u>200,000</u></b>	<b><u>300,000</u></b>	<b><u>400,000</u></b>
Original Profit		22,500	30,000	45,000	60,000	90,000	150,000	225,000	300,000
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 Marketing Plan Excites Everyone		2,210	2,210	2,210	2,210	2,210	2,210	2,210	2,210
You Have a Website Campaign		<u>410</u>	<u>410</u>	<u>410</u>	<u>410</u>	<u>410</u>	<u>410</u>	<u>410</u>	<u>410</u>
Total Fees to PBD		3,860	3,860	3,860	3,860	3,860	3,860	3,860	3,860
Return on Investment Over 2 Years		<u>300%</u>	<u>400%</u>	<u>700%</u>	<u>900%</u>	<u>1500%</u>	<u>2500%</u>	<u>3800%</u>	<u>5100%</u>
Payback Period (months)		6	5	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.