



RETURN ON INVESTMENT FOR COHASSE COUNTRY CLUB 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 Marketing Plan Excites Everyone	4%	\$3,000	\$4,000	\$6,000	\$8,000	\$12,000	\$20,000	\$30,000	\$40,000
Your Social Media Campaign Shines	1%	750	1,000	1,500	2,000	3,000	5,000	7,500	\$10,000
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>
PRO-FORMA REVENUES	10%	<u>82,500</u>	<u>110,000</u>	<u>165,000</u>	<u>220,000</u>	<u>330,000</u>	<u>550,000</u>	<u>825,000</u>	<u>1,100,000</u>
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>
PRO-FORMA COSTS	0%	52,500	70,000	105,000	140,000	210,000	350,000	525,000	700,000
PRO-FORMA PROFIT		<u>30,000</u>	<u>40,000</u>	<u>60,000</u>	<u>80,000</u>	<u>120,000</u>	<u>200,000</u>	<u>300,000</u>	<u>400,000</u>
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 Marketing Plan Excites Everyone		2,210	2,210	2,210	2,210	2,210	2,210	2,210	2,210
Your Social Media Campaign Shines		690	690	690	690	690	690	690	690
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		4,010	4,010	4,010	4,010	4,010	4,010	4,010	4,010
Return on Investment Over 2 Years		<u>300%</u>	<u>400%</u>	<u>600%</u>	<u>900%</u>	<u>1400%</u>	<u>2400%</u>	<u>3600%</u>	<u>4900%</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.