



RETURN ON INVESTMENT FOR CULPEPPERS BAKERY AND CAFÉ WORKING WITH PERFORMANCE BUSINESS DESIGN

YOUR REVENUES	Benefit	\$ 20,000	\$ 30,000	\$ 45,000	\$ 75,000	\$ 100,000	\$ 150,000	\$ 200,000	\$ 300,000
Revenue increase from implementing these PBD strategies:									
You Have a Website Campaign	3%	\$600	\$900	\$1,350	\$2,250	\$3,000	\$4,500	\$6,000	\$9,000
Your Marketing Plan Excites Everyone	4%	\$800	\$1,200	1,800	3,000	4,000	6,000	8,000	12,000
Your Efficiency is Cutting Edge	0%	\$0	\$0	-	-	-	-	-	-
PRO-FORMA REVENUES	7%	21,400	32,100	48,150	80,250	107,000	160,500	214,000	321,000
YOUR COSTS	70%	14,000	21,000	\$31,500	\$52,500	\$70,000	\$105,000	\$140,000	\$210,000
Cost decrease from implementing these PBD strategies:									
	0%			-	-	-	-	-	-
	0%			-	-	-	-	-	-
Your Efficiency is Cutting Edge	3%	\$420	630	945	1,575	2,100	3,150	4,200	6,300
PRO-FORMA COSTS	3%	14,420	21,630	32,445	54,075	72,100	108,150	144,200	216,300
PRO-FORMA PROFIT		6,980	10,470	15,705	26,175	34,900	52,350	69,800	104,700
Original Profit		5,580	8,370	13,500	22,500	30,000	45,000	60,000	90,000
Benefit from working with PBD		\$1,400	\$2,100	\$2,205	\$3,675	\$4,900	\$7,350	\$9,800	\$14,700
Performance Business Design Fees:									
You Have a Website Campaign		450	450	450	450	450	450	450	450
Your Marketing Plan Excites Everyone		2,400	2,400	2,400	2,400	2,400	2,400	2,400	2,400
Your Efficiency is Cutting Edge		900	900	900	900	900	900	900	900
Total Fees to PBD		3,750	3,750	3,750	3,750	3,750	3,750	3,750	3,750
Return on Investment Over 2 Years		-25%	12%	18%	100%	200%	300%	400%	700%
Payback Period (months)		32	21	20	12	9	6	5	3

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.