

# Return ON INVESTMENT

Profit-per-location worksheet based on annual sales of 500 gift cards

## Revenue

Avg. Card Value of \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
 Customer spends more than  
 value of card: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

### Total Sales

Cost of Goods Sold @ 50% % = \_\_\_\_\_  
 Gross Profit = \_\_\_\_\_

Breakage\*

### Net Revenue

## First-Year Program Costs

Materials (cards, card holders, etc.) = \_\_\_\_\_

Terminal Equipment = \_\_\_\_\_

Transaction Processing

• Flat monthly fee

**OR** \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

• Per-transaction fee\*\*

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

\_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_

Monthly System Access

Total Annual Cost

-

**Total First-Year Profit**

\$ \_\_\_\_\_

## LaunchBox Sample R.O.I.

### INVESTMENT

Custom Card Package Cost	=	\$ 750
Flat Monthly Fee \$35 x 12	=	420
Terminal Equipment		<u>495</u>
<b>Total First Year Cost</b>		<b>\$1,665</b>

### RETURN

Average Sale of \$35 x 500	=	\$17,500
Customer spends more than value of card: \$10 x 500	=	<u>5,000</u>
<b>Total Revenue</b>		<b>22,500</b>
Cost of Goods Sold @ 50%	=	- 11,250
1st-year Program Cost		- 1,665
10 - 12% Breakage**		<u>+ 2,250</u>
<b>Total Profitability</b>		<b><u>\$11,835</u></b>

\*Breakage = cards never redeemed. \*\*Based on 3.5 transactions per card. Monthly System Access fee is included in Flat Fee program.