

SAMPLE Retail Profit Equation Planner

Retail

Volume Calculations

Days open
 Average Number of visitors per day
 Number of visitors buying per day
 Conversion Ratio
 Average Cases per Customer per day

What If		
Current	Incremental Change	Result
260		260
40		40
10.00		10.00
25.00%		25.00%
0.3846	0.0000	0.3846

Total cases sold

1000.00 1,000.00

Price Calculations

A. Mix

Chardonnay
 Cabernet
 Item 3
 Item 4
 Item 5
 Item 6
 Item 7
 Item 8

Current	Incremental Change	Result
50.86%	-5.00%	45.86%
49.15%	5.00%	54.15%
		0.00%
		0.00%
		0.00%
		0.00%
		0.00%
		0.00%
100.0%		100.00%

Chg in Cases

-50.00
 50.00
 0.00
 0.00
 0.00
 0.00
 0.00
 0.00

B. Pricing per Case/Discounts

Current	Incremental Change	Result
\$ 240.00		\$ 240.00
\$ 720.00		\$ 720.00
\$ 180.00		\$ 180.00
\$ -		\$ -
\$ -		\$ -
\$ -		\$ -
\$ -		\$ -
\$ -		\$ -

Revised \$/Bottle

2014

#DIV/0! Cases per buyer

	Year	Month
Visitors	10400	
Buyers	2600	
Cases	1000	-

Scenario 1

300 more cases

Bottles	Cases	Increase
4.62	0.3846	0.0000

4.62 Current

Analysis

	Current	Incremental Change	Result	Incremental
Monthly revenue impact of volume increase	\$ 476,000	\$ -	\$ 476,000	
Monthly revenue impact of mix change	\$ 476,000	\$ 24,000	\$ 500,000	\$ 24,000
Monthly revenue impact of price increase	\$ 476,000	\$ -	\$ 476,000	\$ -
Combined monthly revenue impact of mix + price increase	\$ 476,000	\$ 24,000	\$ 500,000	\$ 24,000

	Average price per case	\$ 476.00
A.	Revised average price per case - mix	\$ 500.00
B.	Revised average price per case - price	\$ 476.00
C.	Revised average price per case - mix+price	\$ 500.00