

PROFITABILITY

"The Outdoor Guide far exceeded my expectations for profit and branding value"

Carl Moak, Owner.



CASE STUDY HIGHLIGHTS:

- Study Focus: Summit Canyon Mountaineering, Glenwood Springs, Colorado
- Net Profit on Coupon Sales Only: \$22,310
- Tabulated via POS system



Barcoded for easier, more accurate tracking



Retail price of goods sold with each coupon offer	\$72,500	\$47,485
Gross sales after coupon discounts	\$54,336	\$40,765
COG at 43% margin (retail price x 0.57)	\$41,325	\$27,066
Gross profit (gross sales - COG)	\$13,011	\$13,699
Total gross profit (sum of both coupons*)		\$26,710
Cost of 5,000 Spring '07 Guides, delivered		\$4,400
Net profit from coupons (total revenue - cost of guides)		\$22,310
Return On Investment (net coupon profit / cost of Guides x 100)		507%

*Total Outdoor Guide response is estimated to be 3-5 times coupon response.