



AVANTI PRESS BUSINESS REVIEW

Prepared For: **EXAMPLE**

DATE: January 2021

Instructions to customize Business Reviews and deliver them on YAP/HOME/Grow Existing Business

Product Class	Retail \$ This Year*	Retail \$ Last Year*	% Change to Prior Year	Return on Investment	\$ Per Pocket
Avanti	\$5,927	\$7,877	-25%	\$2,964	\$28
America	\$-24	N/A	N/A	\$-12	N/A
A*Press	\$2,765	\$3,623	-24%	\$1,382	\$35
Everyday Total	\$8,668	\$11,500	-25%	\$4,334	\$30

Prepared By: Avanti Press for Feel Good Pharmacy

By saving the PDF as a Word Document you can add information like display size, # of visits or orders, Credits awarded – all can be found on your Customer Purchase Summary.. Remember to save it back to PDF when your are finished.

Display Type: 192 pocket 33” spinner for Avanti (6 sq ft) and a 80 pocket 20” spinner for A*Press (2.5 sq ft)

Retail dollars are calculated at wholesale dollars shipped in less credits, doubled

Retail “This Year” includes a 6 week gap in sales and shipments when Avantis Fulfillment Center was closed – Covid

Using Last Years complete numbers:

- Avanti produces over \$1300 per square foot annually in net sales
- A*Press produces over \$1400 per square foot annually in net sales

Notes:

- Since the beginning of 2019 Avanti has issued \$520 in credits for slower selling non seasonal cards in order to update the displays
- Your Rep has made 22 service visits and consistently visits every 30 days

*"Retail \$" are an estimate based on the last 12 months of reorders [November 2019 - October 2020] less any credits

"Return on Investment" = the retailer's retail sale less the wholesale cost