

What You Can Expect From Your Classes and Recorder Business After One Year

- At each skin care class, the number of guest ranges from 3-6, with an average of 4.
- The average sales are \$200 per class.
- We retain 85% of our customers.
- The average recorder per customer each year is at least \$200.

5 Classes per week

\$200 x 5 = \$1,000 weekly sales
\$1,000 x 50 weeks = \$50,000 annual retail sales
425 customers x \$200 per year = \$85,000 annual recorders
\$135,000 total annual sales
\$67,500 profit

4 Classes per week

\$200 x 4 = \$800 weekly sales
\$800 x 50 weeks = \$40,000 annual retail sales
340 customers x \$200 per year = \$68,000 annual recorders
\$108,000 total annual sales
\$54,000 profit

3 Classes per week

\$200 x 3 = \$600 weekly sales
\$600 x 50 weeks = 30,000 annual retail sales
255 customers x \$200 per year = \$51,000 annual recorders
\$81,000 total annual recorders
\$40,500 profit

2 Classes per week

\$200 x 2 = \$400 weekly sales
\$400 x 50 weeks = \$20,000 annual retail sales
170 customers x \$200 per year = \$34,000
\$54,000 total annual sales
\$27,000 profit

1 Class per week

\$200 x 1 = \$200
\$200 x 50 weeks = \$10,000 annual retail sales
85 customers x \$200 per year = \$17,000 annual recorders
27,000 total annual sales
\$13,500 profit

****This does not include team member commissions, bonuses, or prizes****