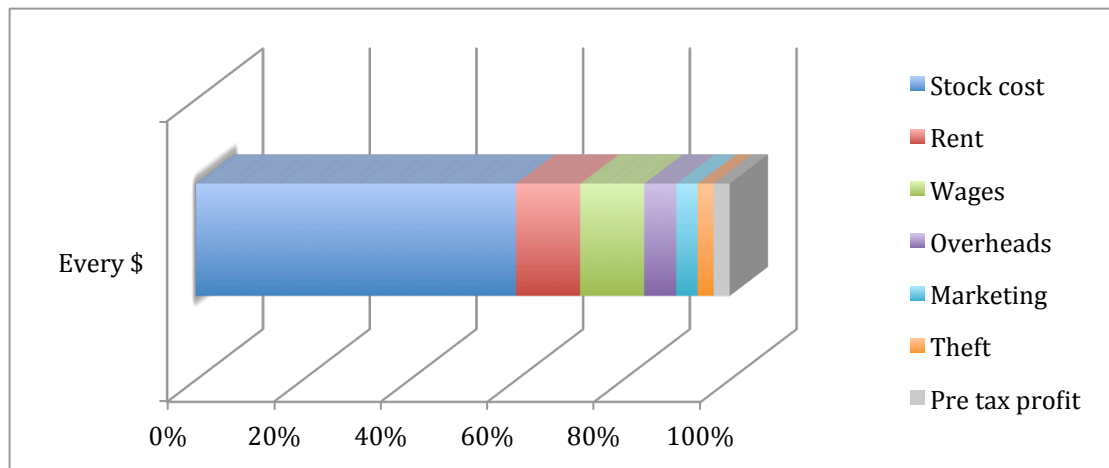


Ever wondered where each dollar we get from our customers goes?

Every dollar paid to us by our customers is in high demand. While we put it in the bank, it quickly goes from there to a range of places. Some of it goes right away, some of it in a few days and most of the rest by the end of the money.

Oh, and some of it is gone before we get paid by our customers – like for stock we pay for before it arrives in the shop.



This graph shows where every cent of every dollar goes. The *stock cost* is the average cost of items we purchase. Some items cost us 90% of what we sell them for while others cost us 20% of what we sell them for. This is why we are using the overall business average for this illustration.

Based on our current numbers our profit is 4%. But we don't get to keep that: we have borrowings to service, we don't receive a usual salary for our time and any profit is taxed by the government.

We buy for the best price possible but with the price of most of the products we sell controlled we need to work elsewhere to improve things. This is why we look carefully at the roster. Even one hour saved can be like selling \$100 in stock.

The best way to help the business achieve better results is for us to sell more of our stock to existing customers and for us to attract new customers.

We'd love your help in encouraging customers to buy more. You can do this with excellent displays, helping customers on the shop floor and giving customers awesome customer service.

We'd also love your ideas on attracting more shoppers.

Please don't think we're putting this notice up to cry poor. We share the information to give you a better understanding of what happens to each dollar we get from our customers because **we believe that the more information anyone has the more informed their actions can be.**