

# Estimated Facial VS Skin Care Class Profit Sheet

	SKINCARE CLASS	FACIALS
CUSTOMERS	 <p>3 classes x 3 people = 9 new customers per week            9 customers = 36 new customers per month            36 customers = 432 new customers per year</p>	<p>3 facials x 1 person = 3 new customers per week            3 customers = 12 new customers per month            12 customers = 144 new customers per year</p>
MONEY	 <p>\$200 low average skin care class sales            3 classes x \$200 = \$600 sales per week            \$600/week = \$2,400/month = \$1,200 profit/month</p>	<p>\$75 average facial sales            3 facials x \$75 = \$225 sales per week            \$225/week = \$900/month = \$450 profit/month</p>
REORDERS	 <p>Average \$30 reorder every 3 months            Every customer orders \$120 per year            432 customers x \$120 = \$51,840 = \$25,920 reorder profit per year</p>	<p>Average \$30 reorder every 3 months            Every customer orders \$120 per year            144 customers x \$120 = \$17,280 = \$8,640 reorder profit per year</p>
RECRUITS	 <p>432 new customers per year            Share the opportunity with half = 216 interviews            Recruiting rate of 1:5 = 42 new recruits per year</p>	<p>144 new customers per year            Share the opportunity with half = 72 interviews            Recruiting rate of 1:5 = 14 new recruits per year</p>
DIFFERENCE	 <p>432 new customers per year            \$14,400 sales profit per year            \$25,920 reorder profit per year            42 new recruits per year</p>	<p>144 new customers per year            \$5,400 sales profit per year            \$8,640 reorder profit per year            14 new recruits per year</p>

