



Return on Investment

500 Standard Card Program

REVENUE (Average Merchant)		
Average Sale of:	\$30 x 500	= \$15,000
Customer spends more than		+
value of the card:	\$10 x 500	= \$ 5,000
Total Sales		\$20,000
Gross Profit:	50% x \$20,000	= \$10,000
		+
10 - 12% Breakage*		\$ 1,500
Total Income		\$11,500

PROGRAM COSTS		
Package Setup		= _____
Terminal Equipment		= _____
Flat Monthly Fee	\$ _____ x 24	= _____
Total Cost		= _____
Total Profit		\$ _____

* Breakage = unredeemed card value