

YOUR 3 WAYS TO GROW

| Number of customers | x | AV transaction value | x | No of purchases | = | Total |
|------------------------|---|-----------------------|---|-----------------------------------|---|---------------------------|
| your numbers (eg 1000) | | your number (eg £100) | | your number (eg 2) | | your number (eg £200,000) |
| | | | | | | |
| | x | | x | | = | |
| | | | | | | |
| 10% increase | | 10% increase | | 10% increase | | |
| | | | | | | |
| | x | | x | | = | |
| | | | | | | |
| 33% increase | | 25% increase | | 50% increase | | |
| | | | | | | |
| | x | | x | | = | |
| | | | | | | |
| your % increase | | your % increase | | your % increase | | |
| | | | | | | |
| | x | | x | | = | |
| | | | | | | |
| | | | | What is your % increase in total? | = | |