

## SU-DO MEANS BUSINESS!



### AIRBRUSH BODY ART

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## Cost Justification, Income, & Return on Investment (ROI)

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### What Revenues will Su-Do Body Art generate for your business?

As a stand-alone business proposition or a complementary addition, Su-Do Airbrush Body Art is a lucrative offering that will generate substantial income from a broad base of potential customers. Figures shown represent charging \$12.50 per application for a medium size, two colour design with a labor cost of \$20 per hour. Actual revenue will vary depending upon the complexity of the design, market pricing and labor costs.

Number of Designs	Application Time	Labor Costs	Application Costs	Total Costs	Revenue	Net Profit
1	4 minutes	\$1.33	\$1.25	\$2.58	\$12.50	<b>\$9.92</b>
15	1 hour	\$20.00	\$18.75	\$38.75	\$187.50	<b>\$148.75</b>
60	4 hours	\$80.00	\$75.00	\$154.80	\$750.00	<b>\$595.20</b>
120	8 hours	\$160.00	\$150.00	\$309.60	\$1500.00	<b>\$1190.40</b>

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### Body Art Systems Consumable Value

Pro 2000 System includes 49 assorted stencils and sufficient colour for 400 or more applications depending upon size.

- This equates to 147 applications (limited by number of stencils) assuming each stencil is used three times.
- 147 applications x \$9.92 per application profit (see above) = \$1458.24
- 253 further applications with available colour x \$8.92 profit (after cost of replacement stencils) = \$2256.76
- **Total profit from system consumables = \$3715.00**

Pro 5000 System includes 89 assorted stencils and sufficient colour for 400 or more applications depending upon size.

- This equates to 267 applications (limited by number of stencils) assuming each stencil is used three times.
- 267 applications x \$9.92 per application profit (see above) = \$2648.64
- 133 further applications with available colour x \$8.92 profit (after cost of replacement stencils) = \$1186.36
- **Total profit from system consumables = \$3835.00**

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### Return on Investment based on figures shown above

Pro Body Art System	Total Profit	Cost of System	Return on Investment	ROI (%)
5000	\$3855.00	\$1299.00	\$2556.00	<b>205%</b>



2000                      \$3715.00                      \$949.00                      \$2766.00                      **291%**

**Note:** The example above does not recognize the multi-operator potential of the Pro 5000 system as it is limited by the total quantity of consumables supplied with each system. With no such restriction much greater revenues are possible from a Pro 5000 system worked simultaneously by two to four operators.

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**Conclusion**

Even in a conservative pricing scenario and paying an operator \$20 per hour, your Su-Do Body Art Pro 2000 System will cover it's cost after approximately 95 applications and the Pro 5000 System after approximately 130 applications (six to nine hours respectively). Professional Training Materials are included with all Pro Systems so you get better, faster.

