

Financial Awareness as Friend to Owners & Managers

Ingredients for a Fun, Successful, & Lasting Business:
Passion, Vision, Impact, & Sustainability

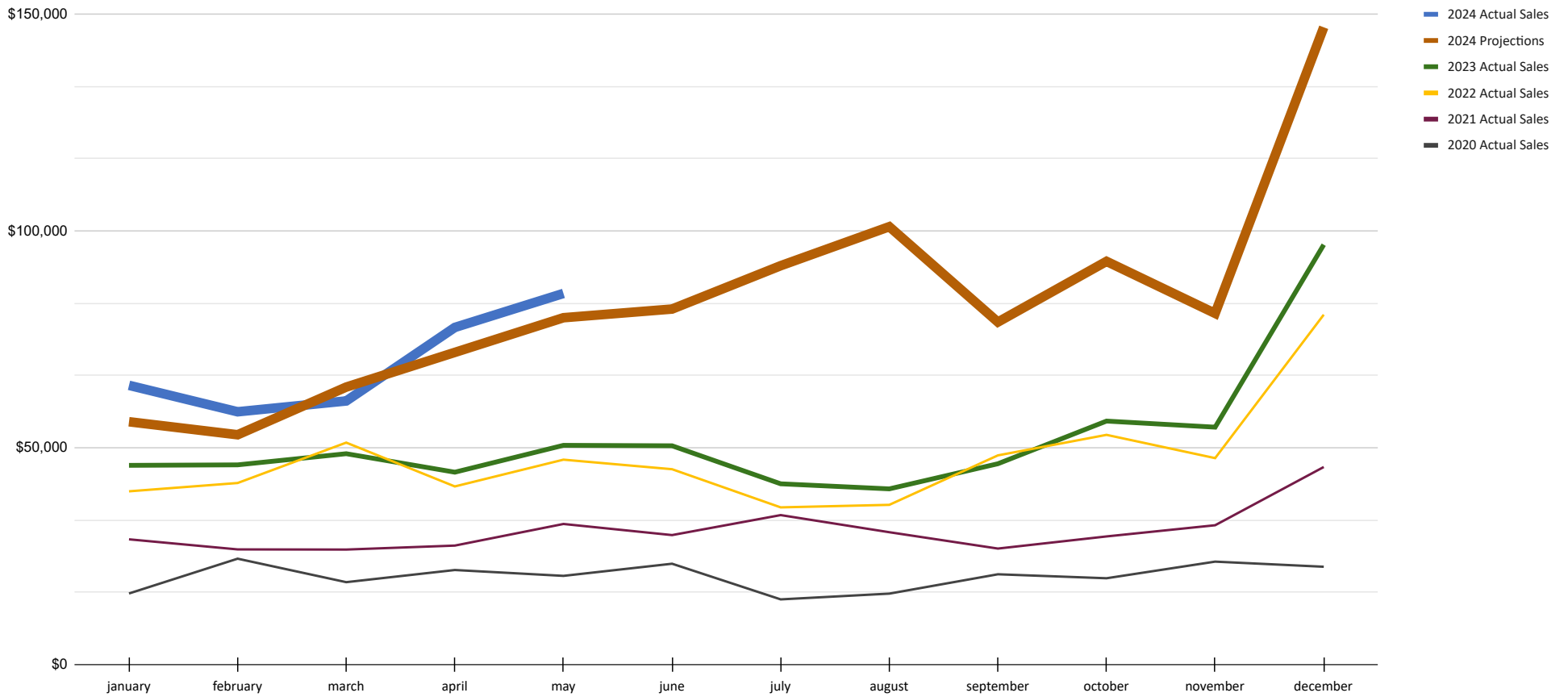
Elements of a Strong Growth System for Your Business:
Create a Memorable Promise & Experience
Design a Blueprint for Required Capabilities
Plan for Operational Flow & Capacity Needs
Measure Performance & Return on Investments
Consistently Learn, Adapt, & Reinvest

Fundamental Role of Financial Awareness:
Set Bold but Reachable Goals for Projections & Budgets
Make Good Decisions for Maximizing Sales & Profitability
Understand the Consequences of Choices & Investments

BOOKSTORE NAME

Sales Trends & Projection Goals

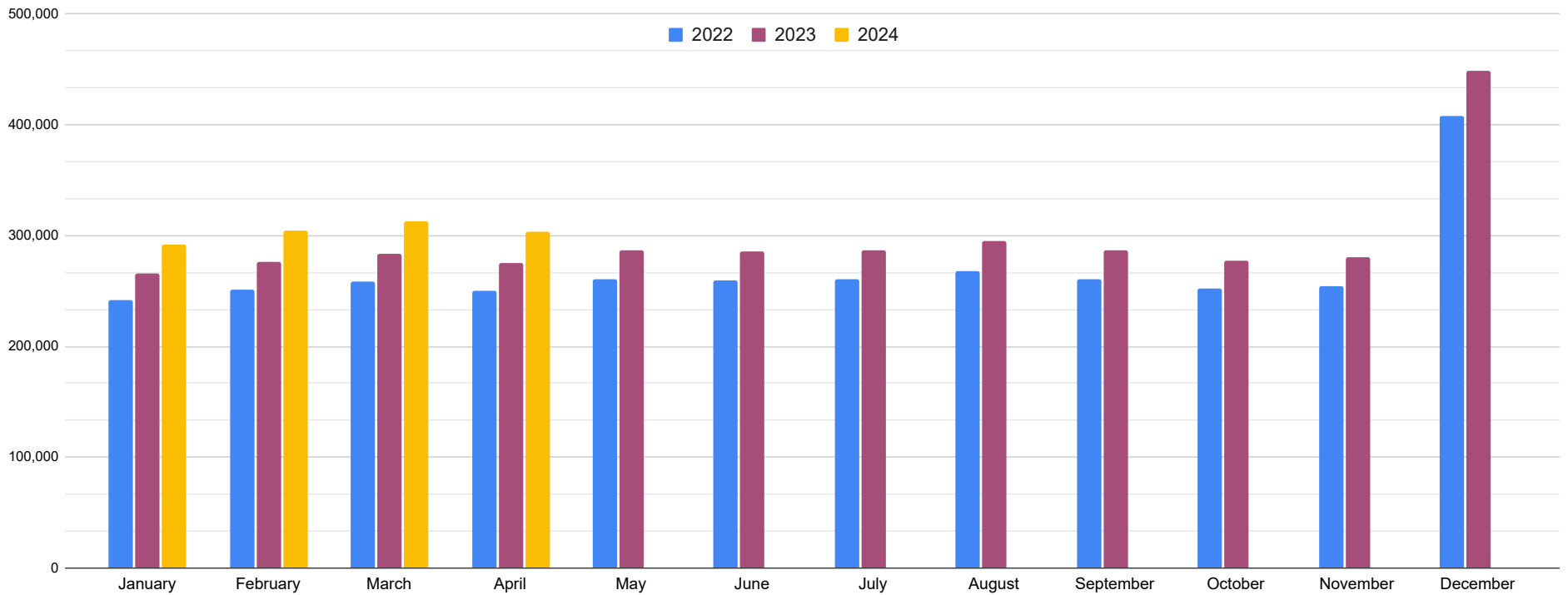
BOOKSTORE NAME, Sales Comparisons for Actual v Projections vs Previous Years



BOOKSTORE NAME

Category Sales Trends

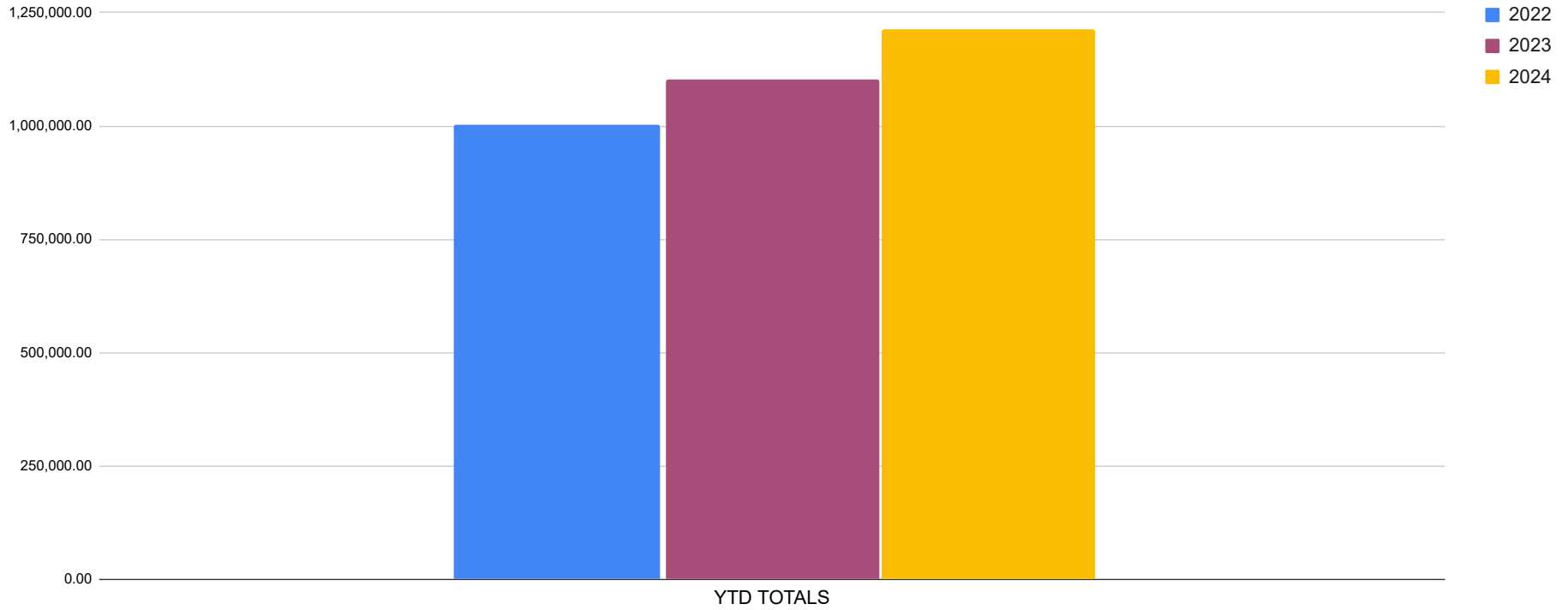
BOOKSTORE NAME, Monthly Category Sales Comparisons



BOOKSTORE NAME

Category Sales Trends

BOOKSTORE NAME, Year-to-Date (YTD) Category Sales Comparisons

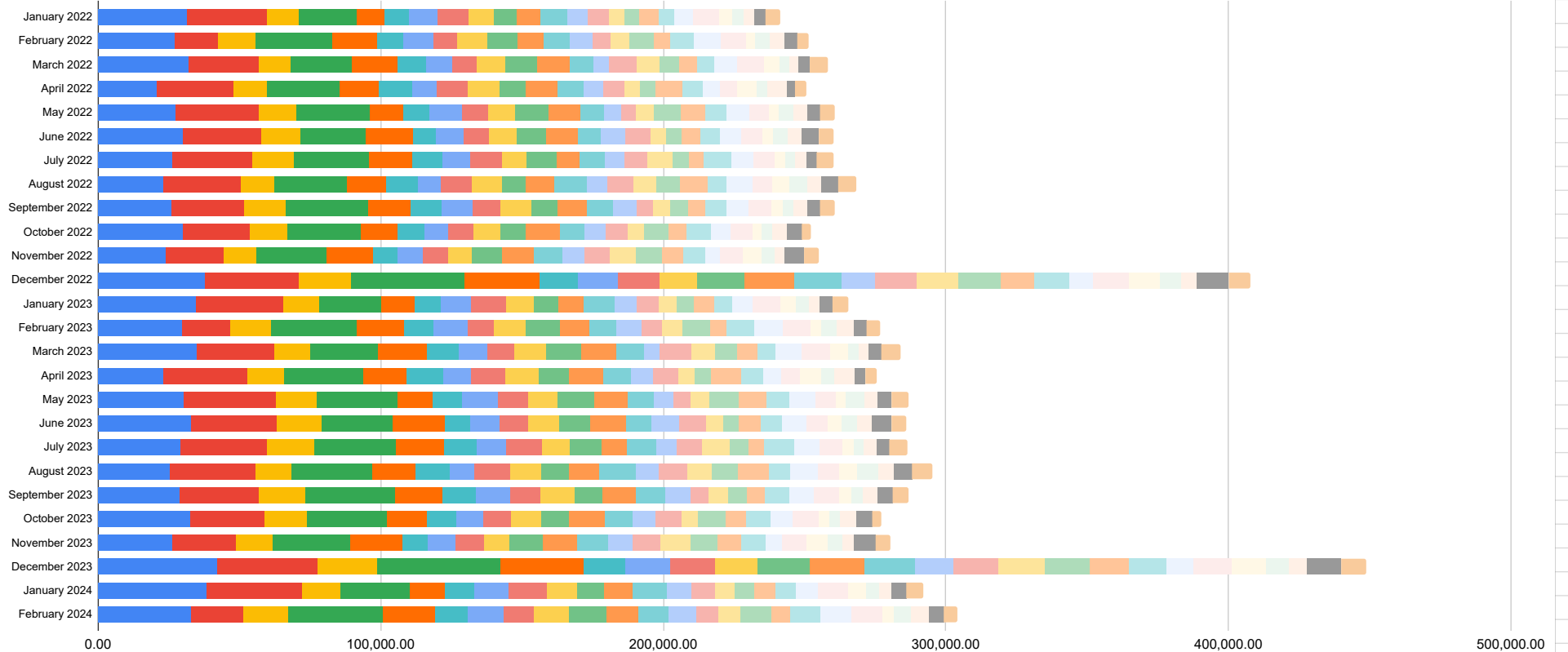


BOOKSTORE NAME

Category Sales Trends

BOOKSTORE NAME, Category Sales\$ Trends

- FIC-FICTION
- SLA-SIDELINES ADULT
- CH4-KID PICTURE BKS
- REM-REMAINDERS
- BIO-BIOGRAPHY
- MYS-MYSTERY
- COO-FOOD WINE
- C12-KID CHAPTER BKS
- HIS-HISTORY
- ART-ART PHOTO
- SCF-SCI FI & FANTASY
- POE-POETRY
- SLK-SIDELINES KIDS
- CRD-CARDS & POSTCARDS
- CYF-YA & TEEN+ FICTION
- CNF-KID NONFICTION
- C12-KID CHAPTER BKS
- CYN-YA & TEEN+ NONFIC
- PSY-SELF HELP & PSYCH
- ROM-ROMANCE
- CUR-CURRENT EVE
- TRV-TRAVEL & WRITING
- CGR-KIDS GRAPHIC
- SCN-SCIENCE & NATURE
- KSL-KIDS-GIFT ITEM

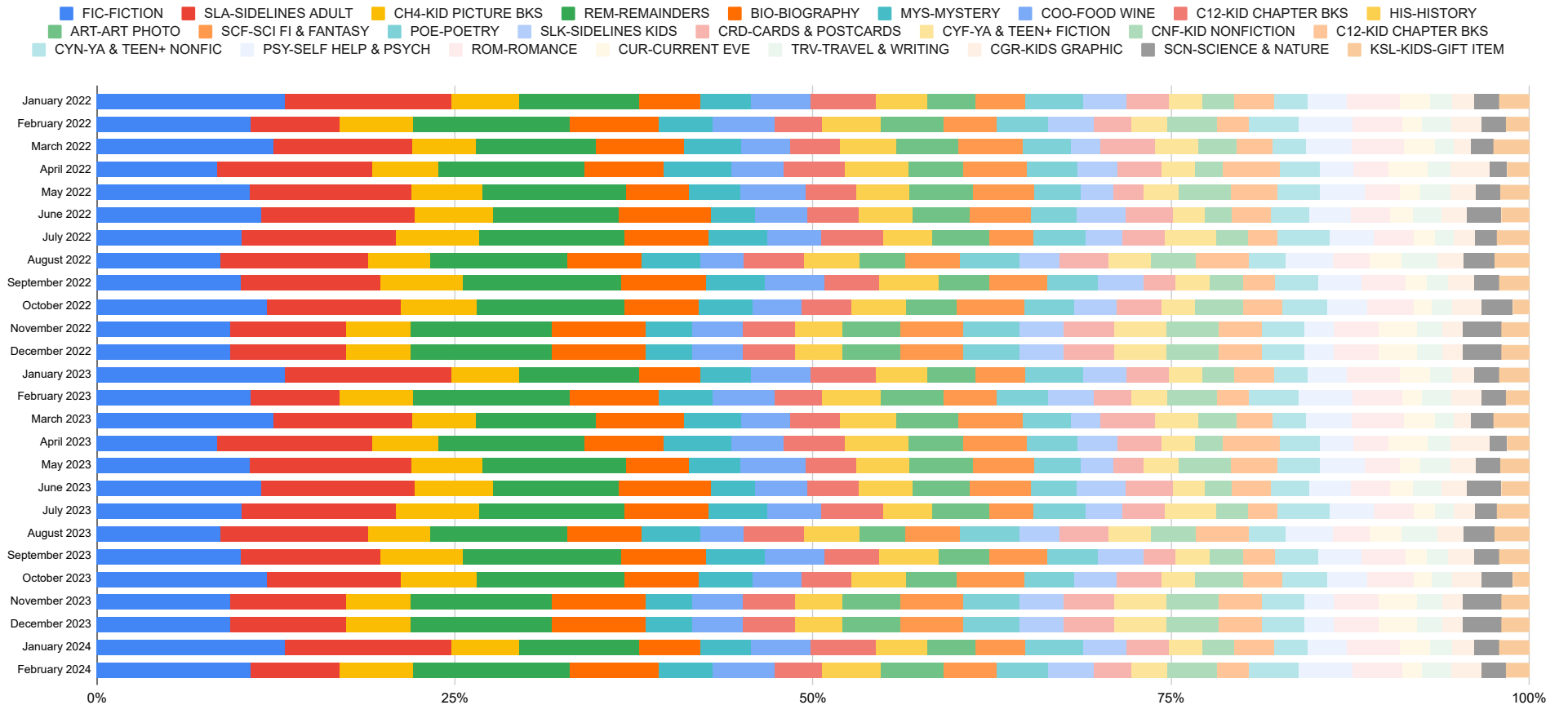


BOOKSTORE NAME

Category Sales Trends

BOOKSTORE NAME, Category Sales\$ Trends as a % of Total Sales

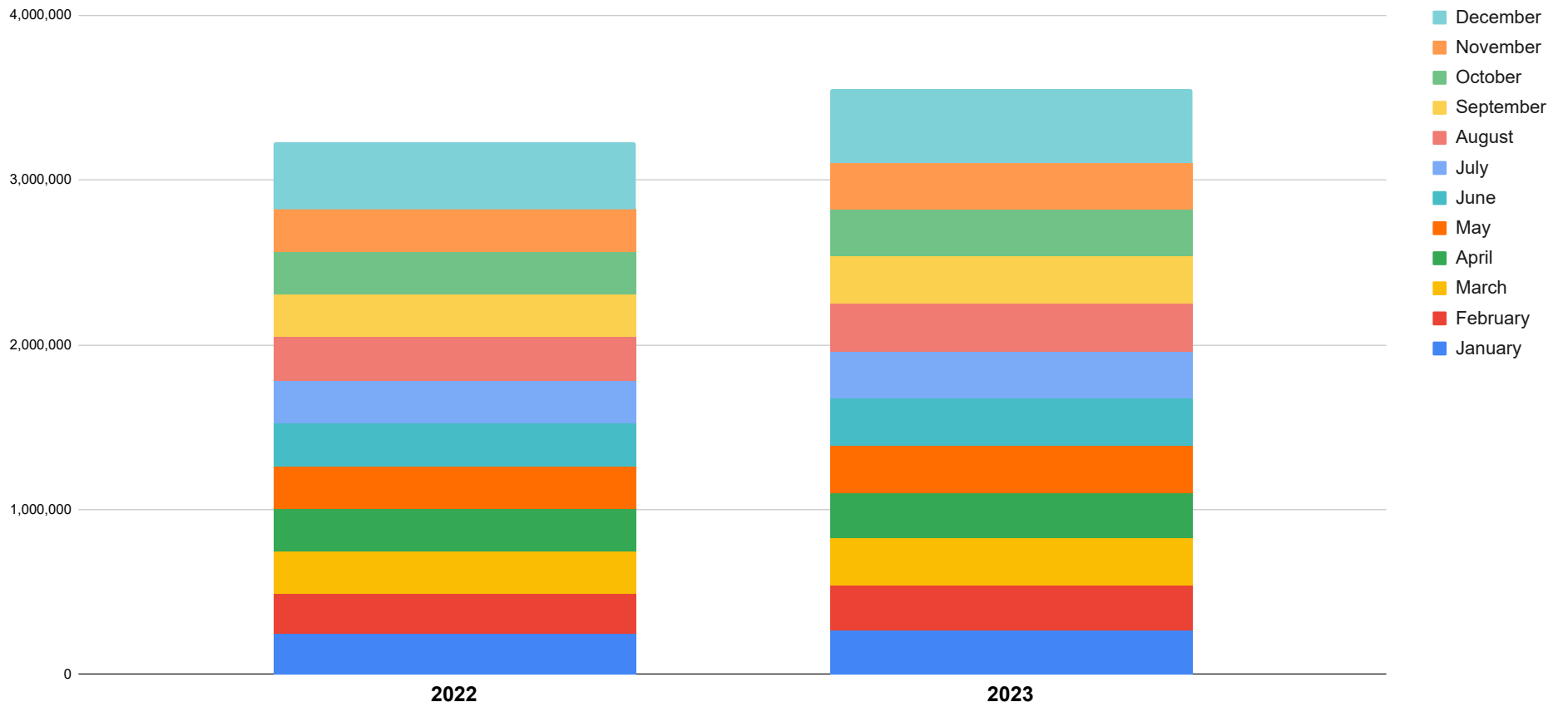
note top 7-8 categories are typically over +50% of total sales



BOOKSTORE NAME

Category Sales Trends

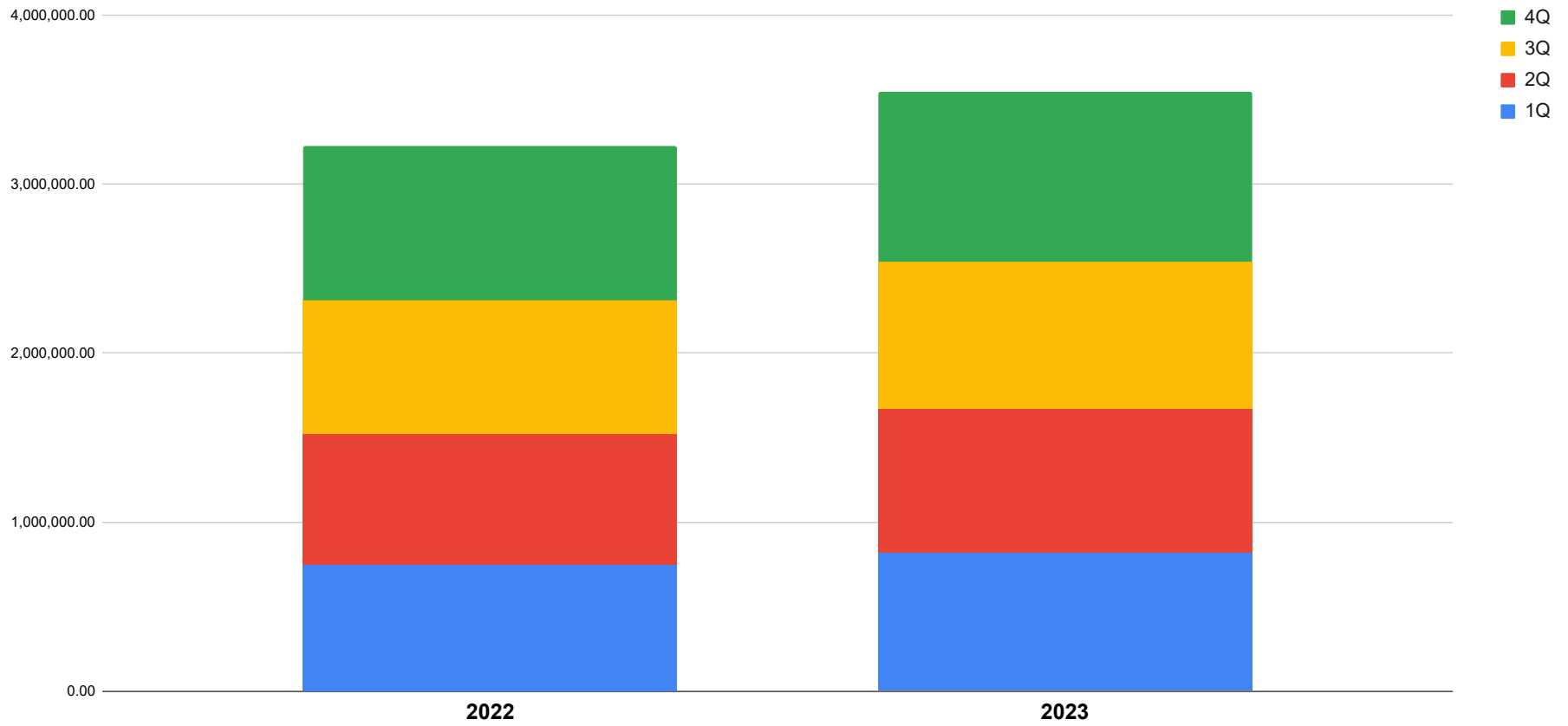
BOOKSTORE NAME, Annual Sales & Monthly Impact Comparisons



BOOKSTORE NAME

Category Sales Trends

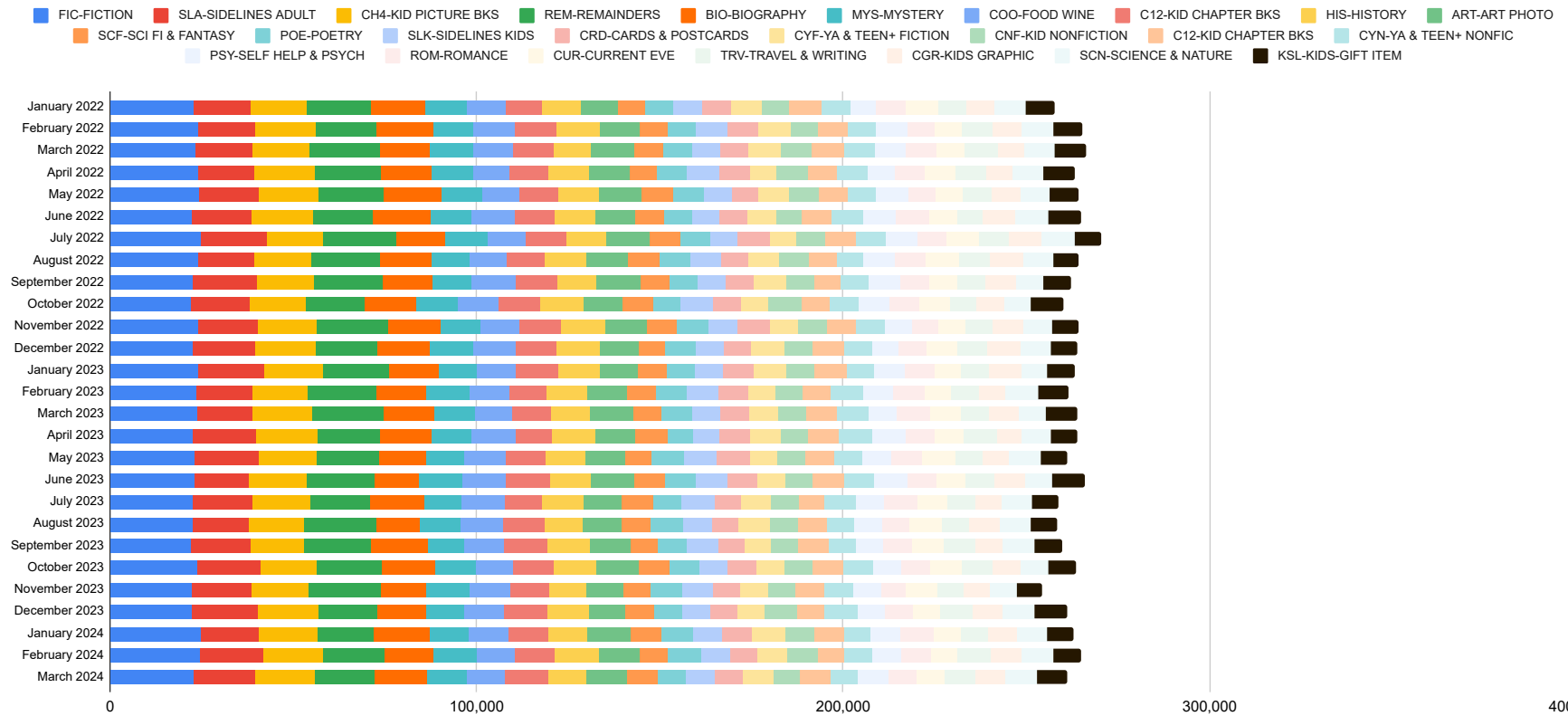
BOOKSTORE NAME, Annual Sales & Quarterly Impact Comparisons



BOOKSTORE NAME

Inventory Trends, Retail\$

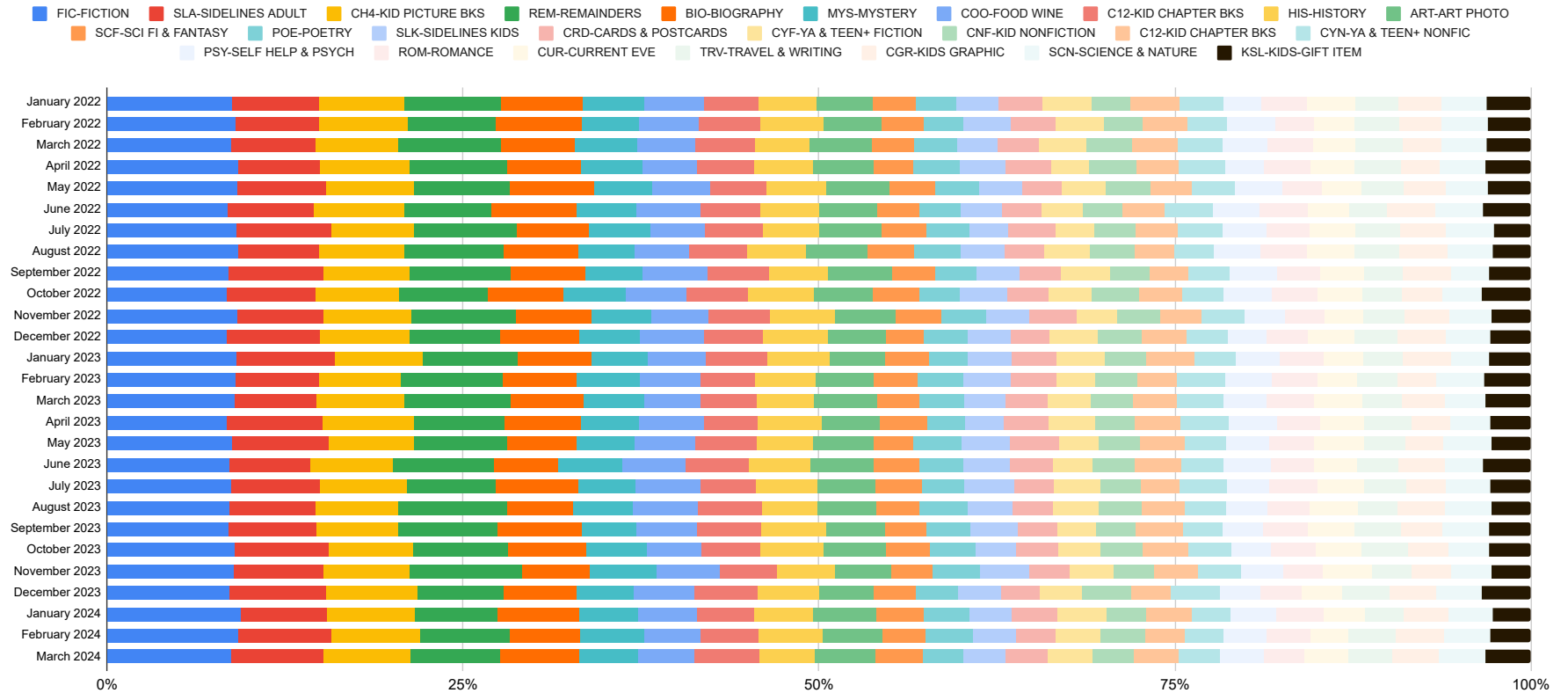
BOOKSTORE NAME, Inventory (Retail\$) Level Trends, by Month & Category



BOOKSTORE NAME

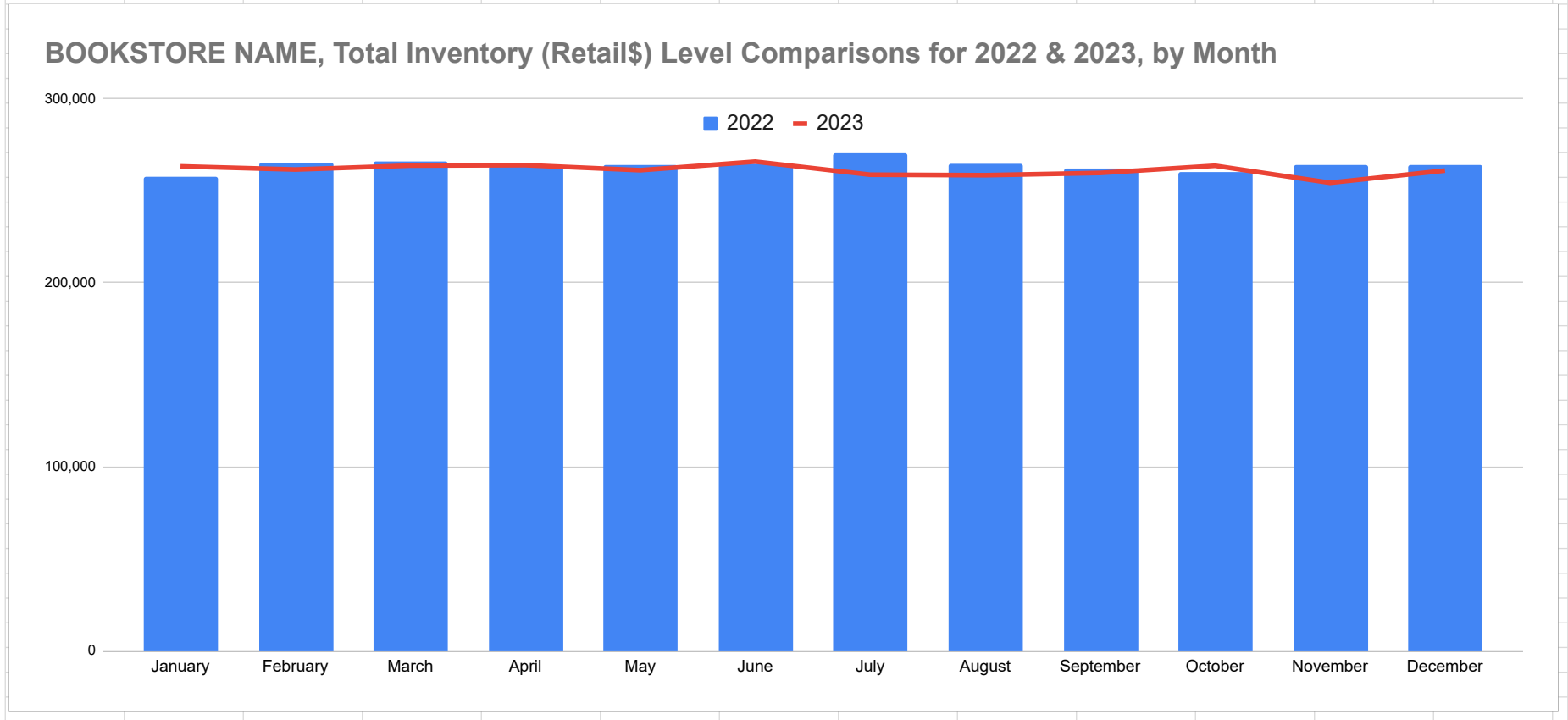
Inventory Trends, Retail\$

BOOKSTORE NAME, Inventory (Retail\$) Trends as a % of Total, by Month & Category



BOOKSTORE NAME

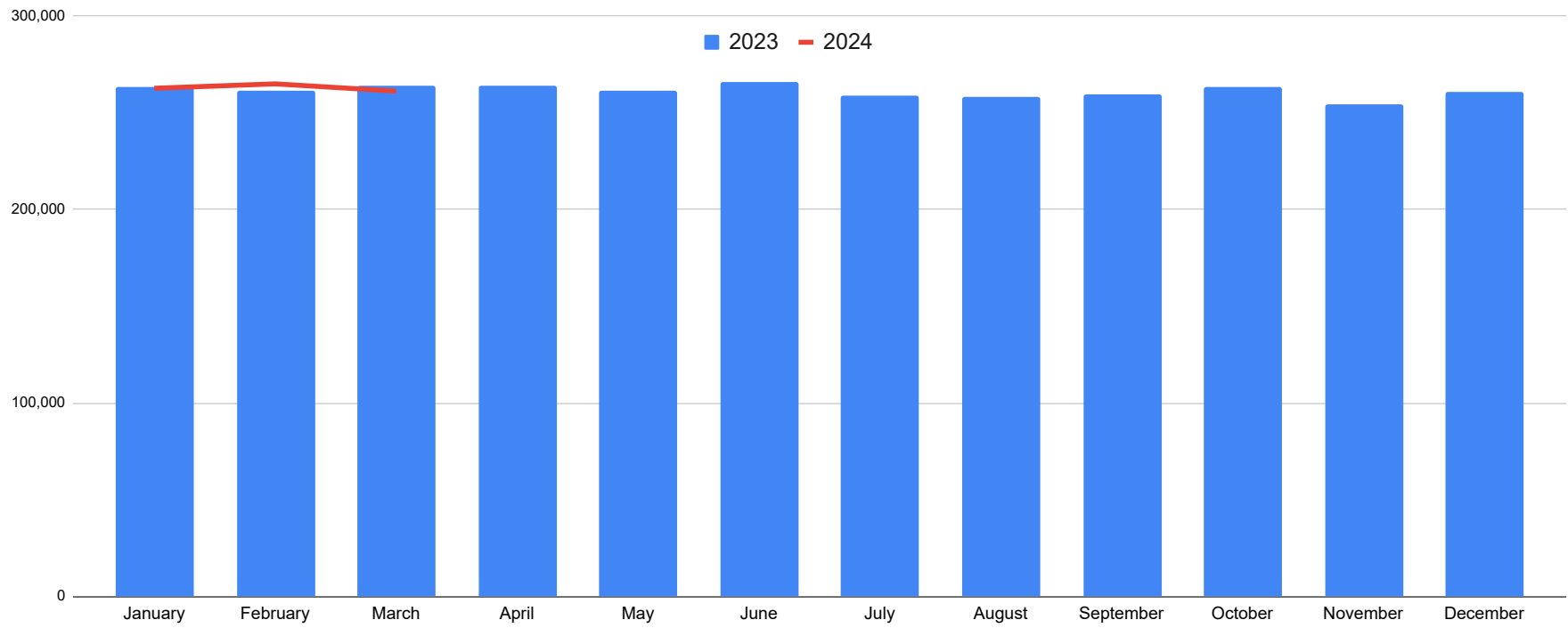
Inventory Trends, Retail\$



BOOKSTORE NAME

Inventory Trends, Retail\$

BOOKSTORE NAME, Total Inventory (Retail\$) Level Comparisons for 2023 & 2024, by Month

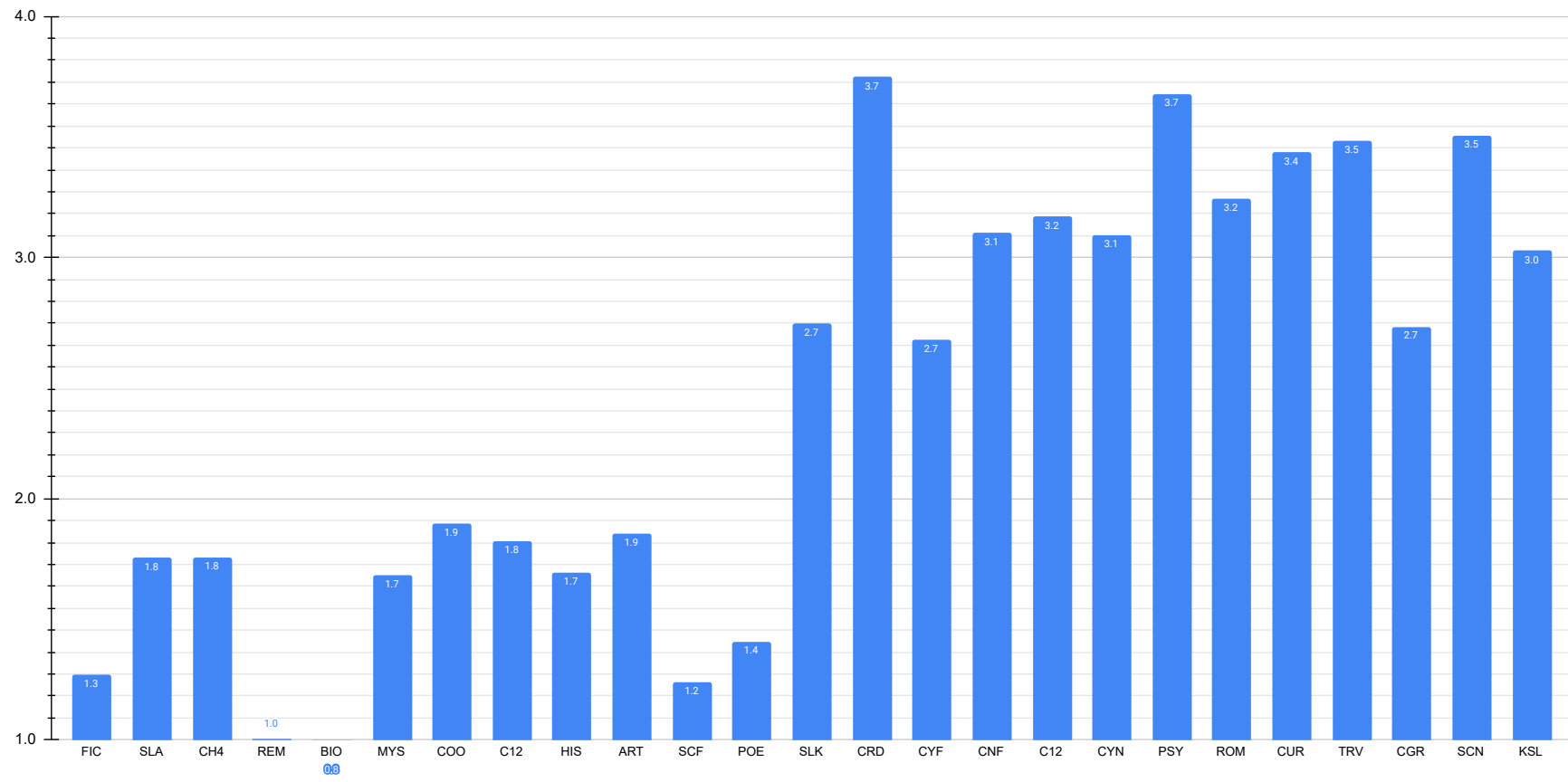


BOOKSTORE NAME

Inventory Trends, Retail\$

BOOKSTORE NAME, Number of Months in Inventory by Category

based on inventory as of jan 2024 eom & average sales 1q 2023



BOOKSTORE NAME									
Recommended Inventory Levels (1Q)									
	266,574	150,831			150,831				
MONTHS OF INVENTORY OH (RETAIL) BASED ON ACT OH & AVG SALES (Jan - Mar 2023)					1.0		-115,743	-63,659	55.0%
Category / Month&Year	Inv OH	Avg Sales	Category	Months OH	Ideal OH	On Order & Planned Purchases	Recommended Buy or Returns	At Cost (55% of Retail)	
FIC-FICTION	23,919	22,342	FIC	1.1	22,342		-1,577	-867	
SLA-SIDELINES ADULT	17,666	10,902	SLA	1.6	10,902		-6,764	-3,720	
CH4-KID PICTURE BKS	16,516	11,490	CH4	1.4	11,490		-5,026	-2,764	
REM-REMAINDERS	18,952	18,108	REM	1.0	18,108		-844	-464	
BIO-BIOGRAPHY	12,175	14,617	BIO	0.8	14,617		2,442	1,343	
MYS-MYSTERY	10,788	6,149	MYS	1.8	6,149		-4,639	-2,551	
COO-FOOD WINE	10,901	6,311	COO	1.7	6,311		-4,590	-2,525	
C12-KID CHAPTER BKS	11,929	5,473	C12	2.2	5,473		-6,456	-3,551	
HIS-HISTORY	11,239	6,322	HIS	1.8	6,322		-4,917	-2,704	
ART-ART PHOTO	10,854	5,358	ART	2.0	5,358		-5,496	-3,023	
SCF-SCI FI & FANTASY	8,860	5,703	SCF	1.6	5,703		-3,157	-1,736	
POE-POETRY	7,535	6,258	POE	1.2	6,258		-1,277	-702	
SLK-SIDELINES KIDS	8,219	2,686	SLK	3.1	2,686		-5,533	-3,043	
CRD-CARDS & POSTCARDS	7,339	2,142	CRD	3.4	2,142		-5,197	-2,858	
CYF-YA & TEEN+ FICTION	7,532	2,338	CYF	3.2	2,338		-5,194	-2,857	
CNF-KID NONFICTION	8,838	2,858	CNF	3.1	2,858		-5,980	-3,289	
C12-KID CHAPTER BKS	8,384	2,048	C12	4.1	2,048		-6,336	-3,485	
CYN-YA & TEEN+ NONFIC	7,483	2,183	CYN	3.4	2,183		-5,300	-2,915	
PSY-SELF HELP & PSYCH	7,731	2,386	PSY	3.2	2,386		-5,345	-2,940	
ROM-ROMANCE	8,081	2,183	ROM	3.7	2,183		-5,898	-3,244	
CUR-CURRENT EVE	8,871	2,393	CUR	3.7	2,393		-6,478	-3,563	
TRV-TRAVEL & WRITING	8,791	2,557	TRV	3.4	2,557		-6,234	-3,429	
CGR-KIDS GRAPHIC	7,644	2,772	CGR	2.8	2,772		-4,872	-2,680	
SCN-SCIENCE & NATURE	8,501	2,449	SCN	3.5	2,449		-6,052	-3,329	
KSL-KIDS-GIFT ITEM	7,826	2,803	KSL	2.8	2,803		-5,023	-2,763	

BOOKSTORE NAME								
Recommended Inventory Levels (1Q)								
	264,660	152,429			274,858			
MONTHS OF INVENTORY OH (RETAIL) BASED ON ACT OH & AVG SALES (Jan - Mar 2023)					2.0	40,198	22,109	55.0%
Category / Month&Year	Inv OH	Avg Sales	Category	Months OH	Ideal OH	On Order & Planned Purchases	Recommended Buy or Returns	At Cost (55% of Retail)
FIC-FICTION	22,840	23,735	FIC	1.0	47,470		24,630	13,547
SLA-SIDELINES ADULT	16,294	13,375	SLA	1.2	26,750		10,456	5,751
CH4-KID PICTURE BKS	16,793	10,858	CH4	1.5	21,716		4,923	2,708
REM-REMAINDERS	19,485	15,281	REM	1.3	30,562		11,077	6,092
BIO-BIOGRAPHY	14,857	15,129	BIO	1.0	30,258		15,401	8,471
MYS-MYSTERY	10,590	5,222	MYS	2.0	10,444		-146	-80
COO-FOOD WINE	11,474	5,651	COO	2.0	11,302		-172	-95
C12-KID CHAPTER BKS	11,289	5,276	C12	2.1	10,552		-737	-405
HIS-HISTORY	11,514	6,072	HIS	1.9	12,144		630	347
ART-ART PHOTO	10,977	5,404	ART	2.0	10,808		-169	-93
SCF-SCI FI & FANTASY	8,323	6,564	SCF	1.3	13,128		4,805	2,643
POE-POETRY	8,822	6,909	POE	1.3	13,818		4,996	2,748
SLK-SIDELINES KIDS	8,350	3,000	SLK	2.8	6,000		-2,350	-1,293
CRD-CARDS & POSTCARDS	8,657	2,383	CRD	3.6	4,766		-3,891	-2,140
CYF-YA & TEEN+ FICTION	7,072	2,667	CYF	2.7	5,334		-1,738	-956
CNF-KID NONFICTION	7,023	2,194	CNF	3.2	4,388		-2,635	-1,449
C12-KID CHAPTER BKS	7,196	2,648	C12	2.7	5,296		-1,900	-1,045
CYN-YA & TEEN+ NONFIC	8,573	2,937	CYN	2.9	5,874		-2,699	-1,484
PSY-SELF HELP & PSYCH	7,473	2,999	PSY	2.5	5,998		-1,475	-811
ROM-ROMANCE	8,790	2,748	ROM	3.2	5,496		-3,294	-1,812
CUR-CURRENT EVE	7,105	2,022	CUR	3.5	4,044		-3,061	-1,684
TRV-TRAVEL & WRITING	8,524	2,498	TRV	3.4	4,996		-3,528	-1,940
CGR-KIDS GRAPHIC	8,482	2,632	CGR	3.2	5,264		-3,218	-1,770
SCN-SCIENCE & NATURE	7,112	2,186	SCN	3.3	4,372		-2,740	-1,507
KSL-KIDS-GIFT ITEM	7,045	2,039	KSL	3.5	4,078		-2,967	-1,632

BOOKSTORE NAME HERE											
Financial Statement Highlights											
Scenarios showing Impact of Occupancy Costs as a % of Sales											
	2,500										
	Scenario 1	As % of Sales	Scenario 2	As % of Sales	Variance Scenario 1	Scenario 3	As % of Sales	Variance Scenario 1	Scenario 4	As % of Sales	Variance Scenario 1
NET SALES	\$ 1,000,000	100.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%
COST OF GOOD SOLD	\$ 530,000	53.00%	\$ 530,000	53.00%	0.00%	\$ 530,000	53.00%	0.00%	\$ 530,000	53.00%	0.00%
GROSS PROFIT	\$ 470,000	47.00%	\$ 470,000	47.00%	0.00%	\$ 470,000	47.00%	0.00%	\$ 470,000	47.00%	0.00%
EXPENSES	\$ 530,000	53.00%	\$ 490,000	49.00%	8.16%	\$ 470,000	47.00%	12.77%	\$ 450,000	45.00%	17.78%
Payroll Costs	\$ 240,000	24.00%	\$ 240,000	24.00%	0.00%	\$ 240,000	24.00%	0.00%	\$ 240,000	24.00%	0.00%
Occupancy Costs	\$ 180,000	18.00%	\$ 140,000	14.00%	28.57%	\$ 120,000	12.00%	50.00%	\$ 100,000	10.00%	80.00%
Other Costs	\$ 110,000	11.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%
NET INCOME/(LOSS)	\$ (60,000)	-6.00%	\$ (20,000)	-2.00%	-200.00%	\$ -	0.00%	----	\$ 20,000	2.00%	-400.00%
occupancy costs per square foot	\$72		\$56			\$48			\$40		
NOTES & COMMENTS											
* Scenario 1 assumes Occupancy Costs of 18% of Sales and results in Losses of (\$60k).											
* Scenario 2 assumes Occupancy Costs of 14% and results in Losses of (\$20k) but is a 200% improvement compared to 18%.											
* Scenario 3 assumes Occupancy Costs of 12% and results in the business Breaking Even compared to 18% Loss of (\$60k).											
* Scenario 4 assumes Occupancy Costs of 10% (ideal goal) and results in Profit of \$20k & is a 400% improvement compared to 18%.											
* Occupancy Costs are all expenses associated with occupying your space, including Rent (primarily), Real Estate Taxes, and Utilities among other costs.											
The ideal Occupancy Cost level as a % of Sales is 10% with Rent specifically being about 8% or less.											
Since Rent can rarely be renegotiated after signing a lease, it is critical to create a Projections & Budget model to predict sales and seek spaces that fit your budget.											

BOOKSTORE NAME HERE											
Financial Statement Highlights											
Scenarios showing Impact of Cost of Goods Sold (COGS) as a % of Sales											
	Scenario 1	As % of Sales	Scenario 2	As % of Sales	Variance Scenario 1	Scenario 3	As % of Sales	Variance Scenario 1	Scenario 4	As % of Sales	Variance Scenario 1
NET SALES	\$ 1,000,000	100.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%
COST OF GOOD SOLD	\$ 600,000	60.00%	\$ 570,000	57.00%	5.26%	\$ 550,000	55.00%	9.09%	\$ 530,000	53.00%	13.21%
GROSS PROFIT	\$ 400,000	40.00%	\$ 430,000	43.00%	-6.98%	\$ 450,000	45.00%	-11.11%	\$ 470,000	47.00%	-14.89%
EXPENSES	\$ 450,000	45.00%	\$ 450,000	45.00%	0.00%	\$ 450,000	45.00%	0.00%	\$ 450,000	45.00%	0.00%
<i>Payroll Costs</i>	\$ 240,000	24.00%	\$ 240,000	24.00%	0.00%	\$ 240,000	24.00%	0.00%	\$ 240,000	24.00%	0.00%
<i>Occupancy Costs</i>	\$ 100,000	10.00%	\$ 100,000	10.00%	0.00%	\$ 100,000	10.00%	0.00%	\$ 100,000	10.00%	0.00%
<i>Other Costs</i>	\$ 110,000	11.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%
NET INCOME/(LOSS)	\$ (50,000)	-5.00%	\$ (20,000)	-2.00%	-150.00%	\$ -	0.00%	----	\$ 20,000	2.00%	-350.00%
NOTES & COMMENTS											
* Scenario 1 assumes COGS of 60% of Sales and results in Losses of (\$70k).											
* Scenario 2 assumes COGS of 57% and results in Losses of (\$40k) but is a 75% improvement compared to 60% COGS.											
* Scenario 3 assumes COGS of 54% and results in Losses of just (\$10k) but is a 600% improvement compared to 60% COGS.											
* Scenario 4 assumes COGS of 52% and results in Profit of (\$10k) & is an 800% improvement compared to 60% COGS.											
* COGS is the total cost of the product you are selling, including net costs and shipping costs. Vendors & publishers sell books as Suggested Retail Price less a discount to your store.											
The COGS directly impacts a store's Gross Margin as the GM is the revenue left over after after direct costs of the inventory are paid and considered. Gross Margin then covers all expenses.											
COGS (& Gross Margin) improvement comes from strategic decisions to 1) buy direct from publishers vs distributors and 2) an inventory mix of higher margin sidelines.											



BOOKSTORE NAME HERE											
Financial Statement Highlights											
Scenarios showing Impact of Payroll Costs as a % of Sales											
	Scenario 1	As % of Sales	Scenario 2	As % of Sales	Variance Scenario 1	Scenario 3	As % of Sales	Variance Scenario 1	Scenario 4	As % of Sales	Variance Scenario 1
NET SALES	\$ 1,000,000	100.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%	\$ 1,000,000	100.00%	0.00%
COST OF GOOD SOLD	\$ 530,000	53.00%	\$ 530,000	53.00%	0.00%	\$ 530,000	53.00%	0.00%	\$ 530,000	53.00%	0.00%
GROSS PROFIT	\$ 470,000	47.00%	\$ 470,000	47.00%	0.00%	\$ 470,000	47.00%	0.00%	\$ 470,000	47.00%	0.00%
EXPENSES	\$ 530,000	53.00%	\$ 490,000	49.00%	8.16%	\$ 470,000	47.00%	12.77%	\$ 450,000	45.00%	17.78%
Payroll Costs	\$ 320,000	32.00%	\$ 280,000	28.00%	14.29%	\$ 260,000	26.00%	23.08%	\$ 240,000	24.00%	33.33%
Occupancy Costs	\$ 100,000	10.00%	\$ 100,000	10.00%	0.00%	\$ 100,000	10.00%	0.00%	\$ 100,000	10.00%	0.00%
Other Costs	\$ 110,000	11.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%	\$ 110,000	11.00%	0.00%
NET INCOME/(LOSS)	\$ (60,000)	-6.00%	\$ (20,000)	-2.00%	-200.00%	\$ -	0.00%	----	\$ 20,000	2.00%	-400.00%
NOTES & COMMENTS											
* Scenario 1 assumes Payroll Costs of 32% of Sales and results in Losses of (\$60k).											
* Scenario 2 assumes Payroll Costs of 28% and results in Losses of (\$20k) but is a 200% improvement compared to 32%.											
* Scenario 3 assumes Payroll Costs of 26% and results in the business Breaking Even compared to 32% Loss of (\$60k).											
* Scenario 4 assumes Payroll Costs of 24% (ideal goal) and results in Profit of \$20k & is a 400% improvement compared to 32%.											
* Payroll Costs are one of the key Expenses to control and consist of Wages, Overtime, Health & Other Benefits, and Payroll Taxes. Controlling is a key to profitability.											
The ideal Payroll level as a % of Sales is 24%. There is an art to balancing control while being able to recruit and pay your staff a deserved and livable wage.											

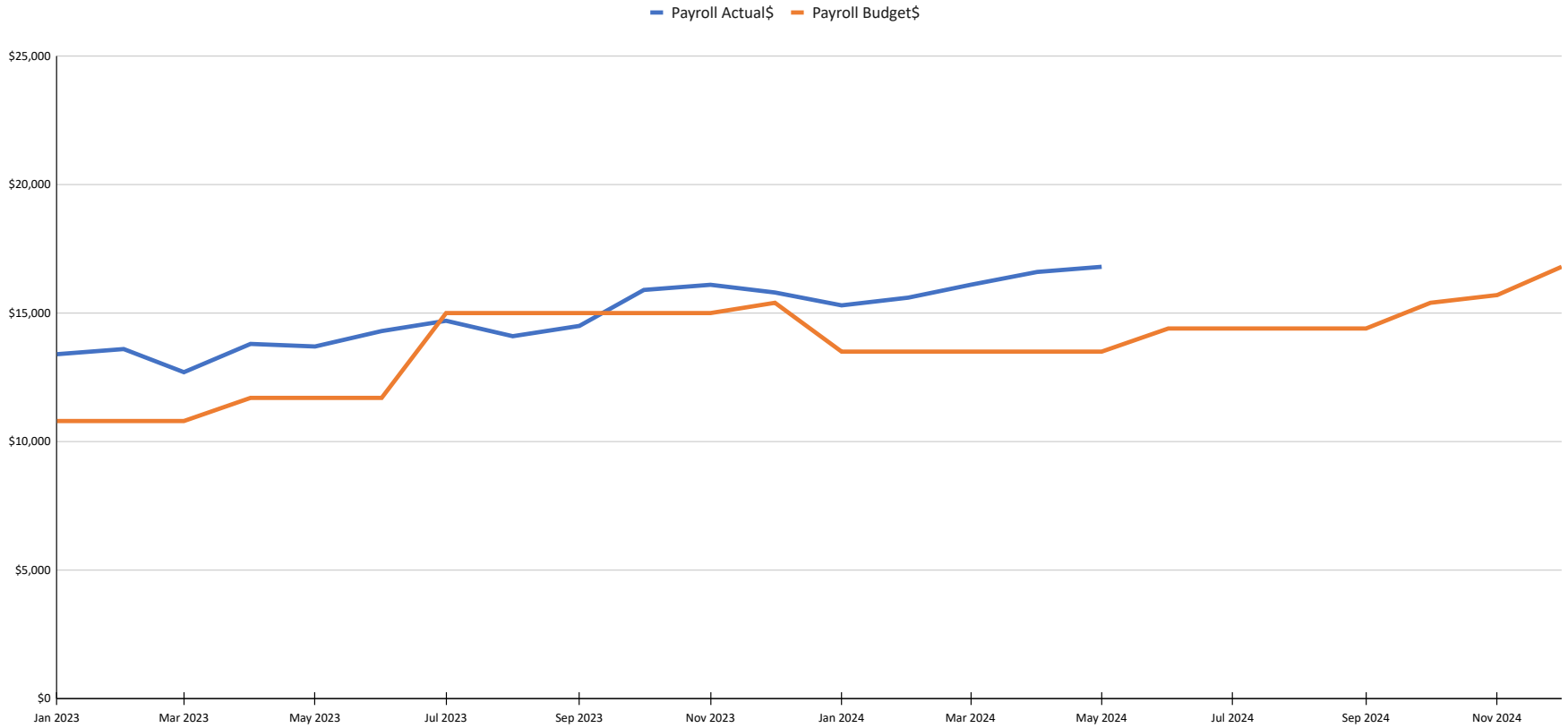


BOOKSTORE NAME

Gross Payroll Budget & Actual Expense Analysis

Chart of Account Type	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Payroll Actual\$	\$13,400	\$13,600	\$12,700	\$13,800	\$13,700	\$14,300	\$14,700	\$14,100	\$14,500	\$15,900	\$16,100	\$15,800	\$15,300	\$15,600	\$16,100	\$16,600	\$16,800							
Payroll Budget\$	\$10,800	\$10,800	\$10,800	\$11,700	\$11,700	\$11,700	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	\$15,400	\$13,500	\$13,500	\$13,500	\$13,500	\$13,500	\$14,400	\$14,400	\$14,400	\$14,400	\$15,400	\$15,700	\$16,800

BOOKSTORE NAME, Payroll Cost Trends for Actual\$ vs Budget\$



BOOKSTORE NAME

Analysis of Average Sales per Transaction

MONTHLY ANALYSIS TRENDS				CUMULATIVE ANALYSIS TRENDS		
Month	Net Sales	# of Transactions #	Avg Net Sales per Transaction	Cumulative Net Sales	Cumulative # of Transactions	Avg Net Sale per Transaction
January	\$35,692.01	1326	\$26.92	\$35,692.01	1326	\$26.92
February	\$41,530.91	1690	\$24.57	\$77,222.92	3016	\$25.60
March	\$49,596.72	1907	\$26.01	\$126,819.64	4923	\$25.76
April	\$54,844.45	2054	\$26.70	\$181,664.09	6977	\$26.04
May		--				
June		--				
July		--				
August		--				
September		--				
October		--				
November		--				
December		--				

Transactions #	2022	2023	2024	Variance
January	577	1374	1326	-3.62%
February	818	1276	1690	24.50%
March	979	1789	1907	6.19%
April	1414	2029	2054	1.22%
May	1499	2324		---
June	1891	2425		---
July	2222	2478		---
August	2164	2806		---
September	2003	2160		---
October	2083	2378		---
November	1679	1951		---
December	2542	3031		---

Transactions \$	2022 Avg	2023 Avg	2024 Avg	Variance
January	\$30.58	\$28.49	\$26.92	-5.86%
February	\$36.87	\$26.23	\$24.57	-6.75%
March	\$30.05	\$23.53	\$26.01	9.51%
April	\$28.03	\$23.41	\$26.70	12.33%
May	\$25.67	\$22.79	--	---
June	\$25.29	\$22.33	--	---
July	\$24.10	\$24.69	--	---
August	\$24.95	\$23.95	--	---
September	\$25.74	\$24.04	--	---
October	\$25.71	\$25.88	--	---
November	\$27.44	\$27.55	--	---
December	\$32.61	\$32.15	--	---

	2024 IF 2023 avg
February	\$44,335.04
March	6.75%

