

	smartShelf Return on Investment					
Category	Actual Data Tobacco Category	Avg. Vol. Avg. Profit Avg. OOS	Lower Vol. Avg. Profit High OOS	Low Vol. Good Profit Avg. OOS	Inputs	Notes
Unit Sales per month per store	8,332	5,000	3,500	2,500		
OOS Units per month per store	2214	600	525	250	Calculated	Calculated from rows 3, 5
OOS %	27%	12%	15%	10.0%		
% of OOS Units recaptured	85%	85%	85%	90.0%		
Profit per Unit	\$1.50	\$2.00	\$2.75	\$4.25		
Potential \$ Savings per Month @ 95% OOS efficiency within 2-3 month start up	\$2,822.85	\$1,020.00	\$1,227.19	\$956.25	Calculated	Calculated from rows 4, 6, 7
\$ Investment per store - 16 Ft Section	\$9,500.00	\$9,500.00	\$9,500.00	\$9,500.00		
Payback Period in months	6	12	10	12	Calculated	Calculated from rows 8, 9
Sales per Linear Foot Per Day	3	2	1	1		