

# Advertising Profit Control v3.0.0.0

Store Name: Allen's of Hastings

Week Ending: 3/12/2016

Department: Produce

| Projection           |       |            |             |       |                |                      |           |       |       | Actual    |       |            |             |        |                | Cost Analysis        |   |                                                                                                   |             |
|----------------------|-------|------------|-------------|-------|----------------|----------------------|-----------|-------|-------|-----------|-------|------------|-------------|--------|----------------|----------------------|---|---------------------------------------------------------------------------------------------------|-------------|
| Ad Items             | Sold  | Sale Price | Total Sales | Cost  | \$ Prof. Retn. | Total \$ Prof. Retn. | Beg. Inv. | Rec'd | Total | End. Inv. | Sold  | Sale Price | Total Sales | Cost   | \$ Prof. Retn. | Total \$ Prof. Retn. | 1 | Department Sales                                                                                  |             |
| Baby Carrots (1lb)   | 35.00 | 0.99       | 1,039.00    | 22.00 | 8.00           | 2,638.00             | 3         | 46    | 49    |           | 49.00 | 0.28       | 0.28        | 0.28   | 0.28           | 0.28                 |   |                                                                                                   | \$25,177.26 |
| Red Potatoes (5lb)   | 30.00 | 1.69       | 507.00      | 13.00 | 4.00           | 126.00               | 0         | 30    | 30    | 4         | 26.00 | 0.99       | 0.99        | 0.99   | 0.99           | 0.99                 | 2 | Sales Produced by Ad Items (A)                                                                    |             |
| Granny Smith Apples  | 8.00  | 1.28       | 1.28        | 1.28  | 1.28           | 1.28                 | 10        | 22    | 32    | 5         | 27.00 | 1.69       | 456.00      | 12.70  | 4.20           | 113.40               |   |                                                                                                   | \$2,827.51  |
| Green Leaf Lettuce   |       | 0.00       | 0.00        | 0.00  | 0.00           | 0.00                 | 7         | 12    | 19    | 5         | 15.00 | 1.28       | 1.28        | 1.28   | 1.28           | 1.28                 | 3 | Remaining Sales (Line 1 minus Line 2)                                                             |             |
| Red Leaf Lettuce     | 4.00  | 0.99       | 95.00       | 18.00 | 6.00           | 24.00                |           | 5     | 5     | 1         | 4.00  | 0.99       | 0.99        | 0.99   | 0.99           | 0.99                 |   |                                                                                                   |             |
| Celery               | 20.00 | 1.38       | 828.00      | 28.00 | 13.00          | 265.00               |           | 4     | 4     | 1         | 3.00  | 0.99       | 71.00       | 17.71  | 6.05           | 18.15                |   |                                                                                                   | \$22,349.75 |
| Sweet Potatoes       | 10.00 | 0.97       | 388.00      | 24.00 | 14.00          | 144.00               | 4         | 20    | 24    | 9         | 15.00 | 1.38       | 621.00      | 28.46  | 13.24          | 198.69               |   |                                                                                                   |             |
| Sweet Yellow Onions  | 12.00 | 0.88       | 422.00      | 24.00 | 12.00          | 139.00               | 1         | 11    | 12    | 2         | 10.00 | 0.97       | 0.97        | 0.97   | 0.97           | 0.97                 | 4 | Total \$ Profit Return From Ad Items (B)                                                          |             |
| Navel Oranges        | 20.00 | 0.89       | 676.00      | 22.00 | 13.00          | 265.00               | 2         | 9     | 11    |           | 11.00 | 0.88       | 387.00      | 23.60  | 11.60          | 127.60               |   |                                                                                                   |             |
| Colored Peppers      | 15.00 | 1.69       | 507.00      | 23.00 | 11.00          | 169.00               | 35        |       |       | 35        | 14    | 21.00      | 0.89        | 747.00 | 23.34          | 13.26                |   | 278.46                                                                                            |             |
| Kiwi                 | 8.00  | 8.00       | 8.00        | 8.00  | 0.00           | 88.00                |           | 18    | 18    | 2         | 16.00 | 1.69       | 541.00      | 22.55  | 11.25          | 180.00               |   |                                                                                                   |             |
| Green Cabbage        | 36.00 | 0.28       | 504.67      | 16.78 | -2.13          | -82.00               |           |       |       |           |       | 8.00       | 0.00        | 8.00   | 0.00           | 0.00                 |   |                                                                                                   |             |
| Weekend Ad           |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      | 5 | Total \$ Profit Return From Remaining Sales                                                       | \$6,704.93  |
| On The Vine Tomatoes |       | 8.00       | 8.00        | 8.00  | 8.00           | 0.00                 |           |       |       |           |       | 8.00       | 0.00        | 8.00   | 8.00           | 0.00                 |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      | 6 | Total \$ Profit Return Line 4 Plus Line 5                                                         |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   | \$7,625.74  |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   | To Find Gross Profit % Divide Total Profit Return By Dept. Weekly Retail Sales                    |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   | Comments: Russ's did not run cabbage they featured strawberries. Sold only one case of Shamrocks. |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
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|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |
|                      |       |            |             |       |                |                      |           |       |       |           |       |            |             |        |                |                      |   |                                                                                                   |             |

## Weekly Inventory Control

Name & Location Allen's of HastingsWeek Ending 3/5/2016

| Purchases |                                       |                                      |                                              | Sales                         |            |
|-----------|---------------------------------------|--------------------------------------|----------------------------------------------|-------------------------------|------------|
| Date      | **<br>Suppliers and<br>Invoice Number | Net Amount<br>of Invoices<br>At Cost | Net Amount of<br>Invoices<br>Extended Retail | Sunday                        | 3,886.41   |
| 3/5/2016  | 1. Thompson Co. 1718958               | 127.25                               |                                              | Monday                        | 4,065.09   |
| 3/7/2016  | 2. Affiliated Foods 720333            | 54.12                                |                                              | Tuesday                       | 3,240.83   |
| 3/7/2016  | 3. Affiliated Foods 730019            | 9.75                                 |                                              | Wednesday                     | 3,322.83   |
| 3/7/2016  | 4. Affiliated Foods 720317            | 7,306.88                             |                                              | Thursday                      | 3,385.91   |
| 3/9/2016  | 5. Affiliated Foods 920105            | 3,773.30                             |                                              | Friday                        | 3,710.50   |
| 3/9/2016  | 6. Affiliated Foods 920121            | 142.16                               |                                              | Saturday                      | 3,565.69   |
| 3/9/2016  | 7. Affiliated Foods 930007            | 37.11                                |                                              | Total Sales                   | 25,177.26  |
| 3/10/2016 | 8. Helgoth 1138                       | 905.00                               |                                              | Taxable                       |            |
| 3/9/2016  | 9. Thompson Co. 1720364               | 267.36                               |                                              | Sunday                        | 12,345.67  |
| 3/11/2016 | 10. Affiliated Foods 1130011          | 108.73                               |                                              | Monday                        | 235,564.00 |
| 3/11/2016 | 11. Affiliated Foods 1120220          | 108.24                               |                                              | Tuesday                       | 4,543.00   |
| 3/11/2016 | 12. Affiliated Foods 1120205          | 6,039.80                             |                                              | Wednesday                     | 4,456.00   |
|           | 13.                                   |                                      |                                              | Thursday                      | 323,453.00 |
|           | 14.                                   |                                      |                                              | Friday                        | 4.00       |
|           | 15.                                   |                                      |                                              | Saturday                      | 4,543.00   |
|           | 16.                                   |                                      |                                              | Total Taxable                 | 4,543.00   |
|           | 17.                                   |                                      |                                              | Gross Profit                  |            |
|           | 18.                                   |                                      |                                              | 1. Total Sales                | 25,177.26  |
|           | 19.                                   |                                      |                                              | 2. Less Cost of Sales         | 18,879.70  |
|           | 20.                                   |                                      |                                              | Dollar Gross Profit           |            |
|           | Total Purchases                       | 18,879.70                            |                                              |                               | 6,297.56   |
|           | Less Transfer & Credits               |                                      |                                              | % Gross Profit                | 25.01 %    |
|           | 1.                                    |                                      |                                              | Est. Wkly. Dept. Expense      |            |
|           | 2.                                    |                                      |                                              | % Gross obtained by Dividing  |            |
|           | 3.                                    |                                      |                                              | Total Sales into Gross Profit |            |
|           | 4.                                    |                                      |                                              | Manager                       |            |
|           | 5.                                    |                                      |                                              | ** Remove Supply Purchases    |            |
|           | 6.                                    |                                      |                                              |                               |            |
|           | Total Purchases                       |                                      |                                              |                               |            |
|           | Less Total Transfers & Credits        |                                      |                                              |                               |            |
|           | Net Purchases of Week                 |                                      |                                              |                               |            |

Sales Per Man Hour 1234.00Salary Percentage 100.00 %Salary Dollars 34,566.00Salary Dollars 100.00