



- $$\text{ROI \%} = \frac{(\text{Gain from Investment} - \text{Cost of Investment}) \times 100}{\text{Cost of Investment}}$$
- The amount of money gained or lost may be referred to as profit/loss
- The money invested may be referred to as asset or capital

- Develop an easy-to-comprehend value proposition, allowing you to communicate the tangible/intangible benefits of our product.
- Enable you to have an intelligent business conversation with buyers, and address their cost justification.

➤ 1 dog per day @ \$30.00  
per dog for 1 week =  
\$210.00 x 24 weeks =  
\$5040.00

➤ 2 dogs per day @ \$30.00  
per dog for 1 week =  
\$420.00 x 12 weeks =  
\$5040.00

➤ 3 dogs per day @ \$30.00  
per dog for 1 week =  
\$630.00 x 16 weeks =  
\$10,080.00

➤ 4 dogs per day @\$30.00  
per dog for 1 week =  
\$840.00 x 12 weeks =  
\$10,080.00

➤ 2 dental procedures per week @ \$125.00/ea = \$250.00 x 40 weeks = \$10,000.00

➤ 3 dental procedures per week @ \$125.00/ea = \$375.00 x 27 weeks = \$10,125.00

➤ 5 dental procedures per week @ \$125.00/ea. = \$625.00 x 20 weeks = \$12,500.00

➤ 8 dental procedures per week @ \$125.00/ea. = \$1000.00 x 12 weeks = \$12,000.00

➤ 2 spay/neuter per week  
@ \$150.00/ea. = \$300.00  
x 10 weeks = \$3000.00

➤ 4 spay/neuter per week  
@ \$150.00/ea. = \$600.00  
x 5 weeks = \$3000.00

➤ 3 spay/neuter per week  
@ \$150.00/ea. = \$450.00  
x 16 weeks = \$7200.00

➤ 5 spay/neuter per week  
@ \$150.00/ea. = \$750.00  
x 10 weeks = \$7500.00