

RETURN ON INVESTMENT

ROI is the ratio of money gained or lost on an investment relative to the amount of money invested



Return on Investment Calculation

- ROI % = $\frac{\text{Gain from Investment} - \text{Cost of Investment}}{\text{Cost of Investment}} \times 100$
- 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



ROI Value

- 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.



Example

\$5000 BANK

- 1 dog per day @ \$30.00
per dog for 1 week =
 $\$210.00 \times 24 \text{ weeks} =$
 $\$5040.00$
- 2 dogs per day @ \$30.00
per dog for 1 week =
 $\$420.00 \times 12 \text{ weeks} =$
 $\$5040.00$

\$10,000 BANK

- 3 dogs per day @ \$30.00
per dog for 1 week =
 $\$630.00 \times 16 \text{ weeks} =$
 $\$10,080.00$
- 4 dogs per day @ \$30.00
per dog for 1 week =
 $\$840.00 \times 12 \text{ weeks} =$
 $\$10,080.00$



Example

\$10,000 DENTAL TABLE

- 2 dental procedures per week @ \$125.00/ea =
 $\$250.00 \times 40 \text{ weeks} =$
 $\$10,000.00$
- 3 dental procedures per week @ \$125.00/ea =
 $\$375.00 \times 27 \text{ weeks} =$
 $\$10,125.00$

\$12,000 DENTAL TABLE

- 5 dental procedures per week @ \$125.00/ea. =
 $\$625.00 \times 20 \text{ weeks} =$
 $\$12,500.00$
- 8 dental procedures per week @ \$125.00/ea. =
 $\$1000.00 \times 12 \text{ weeks} =$
 $\$12,000.00$



Example

\$3000.00 ELITE HEATED SURGERY TABLE

- 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

\$7000.00 REGAL HEATED SURGERY TABLE

- 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

