



BLUE CHIP BETTY



AVERAGE ANDY



TACTICAL TOMMY

| 5% | OVERSTOCK | 30% | OVERSTOCK | 55% | OVERSTOCK |
|---------------|------------------------|---------------|------------------------|---------------|------------------------|
| \$100,000,000 | REVENUE | \$100,000,000 | REVENUE | \$100,000,000 | REVENUE |
| \$7,000,000 | INVENTORY | \$9,100,000 | INVENTORY | \$10,850,000 | INVENTORY |
| \$2,000,000 | PROFIT | \$2,000,000 | PROFIT | \$2,000,000 | PROFIT |
| 2.0% | PROFIT % of REV | 2.0% | PROFIT % of REV | 2.0% | PROFIT % of REV |
| 28.6% | PROFIT % of INV INVEST | 22.0% | PROFIT % of INV INVEST | 18.4% | PROFIT % of INV INVEST |
| 14 | TURNS | 11 | TURNS | 9 | TURNS |

Ask us how to raise everyone to the level of **Blue-Chip Betty**