



Customer Profitability Analysis

Customer	Sales	Margin %	Margin % Rank	Total Margin \$	Total Margin \$ Rank	# transactions	Trans. Difficulty factor	+/- Trans difficulty	Average Days A/R	Excess \$ A/R Aging	Excess cost/benefit /R Aging
ABC Inc	\$500.000	30%	3	\$150.000	2	113	High	\$(10.000)	98	\$(52.055)	\$(3.643,84)
ZVR LLC	\$400.000	50%	1	\$200.000	1	3	Low	\$5.000	1	\$64.658	\$4.526,03
GH Distributors	\$350.000	40%	2	\$140.000	3	55	Low	\$-	35	\$23.973	\$1.678,08

Customer	Credit Risk Factor	Cost of Credit Risk	Cost of Excess Cost Customer Service	Cost of Excess Returns	Repeat buyer (1) or constant resell (2)?	Special Assets Needed (\$)	Cost of Special Assets	Growing/Shrinking Customer?	Upsell Cross-Sell Opportunities	Adjusted Customer Gross Margin
ABC Inc	High	\$(2.500)	\$(5.000)	\$(1.000)	2	\$25.000	\$(1.750)	Constant	No	\$126.106
ZVR LLC	Low	\$-	\$-	\$-	1	\$-		Growing	No	\$209.526
GH Distributors	Mid	\$-	\$-	\$-	1	\$-		Growing	Yes	\$141.678

Notes:

ZVR picks up product at our dock

ZVR pays COD

Average days A/R = 60 days

Cost of money 7%

Special packaging machine needed to support ABC Inc