



Profit Calculator

DAMOMICS Inc.

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Gift Card As Purchase Discount Profit Calculator

The purpose of this form is to estimate the potential results from a
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Enter data in the columns below to view dfc^YVWX`fYgi `hg"

Scenario 1

Scenario 2

Scenario 3

Describe your promotion. For example - purchase \$100 get a \$40 Gift Card

How much does the customer need to purchase			
Promotional Gift Card Value (each card):			
Number of gift cards issued per transaction:			

Information About Your Business:

Typical margin for products in this promotion:			
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Predictions about your results

First Stage of Promotion:

Average Ticket During Promotion Sale:			
Estimated Number of Qualifying Sales:			

Redemption Stage of Promotion:

Percent of Promotional Gift Cards Redeemed:			
Average Ticket When Redeemed:			

Results (Includes initial sale and return sale):

Total Income from Promotion:			
Predicted profit from Promotion:			
Margin on Promotion			