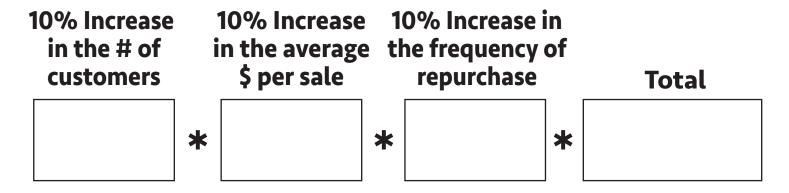
PHASE 1: Current Numbers:

Current # of customers		Current average \$ per sale		Current repurchase frequency		Total
	*		*		*	

PHASE 2: 10/10/10 Plan:

Calculate a 10% increase for each box for a 33.1% total



PHASE 3: Now create a more aggressive target plan. Create a 33-25-50. Plan for a 150% increase. If you want to be more conservative, try a 20-20-20 Plan for a 72.8% increase.

the # of customers		average \$ per sale		repurchase frequency		Total
	*		*		*	