

Financials

- What are gross revenues by month?
 - **Average Gross: \$3373.48**
- What is the cost of inventory per month?
 - **Average Monthly Inventory Expense: \$1138.34**
- How much do you pay for hosting monthly?
 - **\$16.58, paid yearly paid till June 1st 2007**
- Are there any other expenses you incur on a monthly basis?
 - **Advertising, \$400 on average from google ad words, \$50 from Yahoo Search Engine Marketing**
- Can you provide the number of sales per month as well (not just dollar value)
 - **Yes, the average is 100 a month. I have attached a document on the exact numbers for you to see called 'TOTAL ORDERZ' excel document.**

Monthly Order Totals for WholesaeKeychain.com:

- June 2006: 104 orders
- May 2006: 105 orders
- April 2006: 92 orders
- March 2006: 127 orders
- February 2006: 119 orders
- January 2006: 91 orders
- December 2005: 226 orders
- November 2005: 108 orders
- October 2005: 87 orders
- September 2005: 83 orders
- August 2005: 95 orders
- July 2005: 109 orders
- June 2005: 142 orders
 - May 2005: 123 orders
 - April 2005: 79 orders
 - March 2005: 52 orders
 - February 2005: 47 orders
 - January 2005: 29 orders
 - ENTIRE 2004: 448 orders

TOTAL 12 MONTH SALES: 1488

TOTAL SALES: 2266



12 Month Gross / Cash Flow Financials:

Revenue: \$40,481.71

Inventory Expenses: \$13,660.05

Advertising Expense: \$6,000

Web Hosting (per year): \$199

NET PROFIT: \$20,622.66

WholesaleKeychain.com Averages:

- Average Sale: \$27.21
- Average Inventory Expense: \$9.18
- Average Advertising Expense (monthly): \$500
- Average Monthly Gross: \$3373.48
- Average Monthly Inventory Expense: \$1138.34
- \$16.58, paid yearly paid till June 1st 2007
- Average Monthly Profits (last 12 months): \$1718.56

MORE INFORMATION:

- Owner does have all sales records for the last 15 month in his paypal.com account. These will be available to view upon a non-disclosure agreement.
- Owner does have a spreadsheet that breaks down monthly orders with customers name, address, and order. This will be available to view upon a non-disclosure agreement.
- SEO work has been done by Submit Express
- Yahoo Marketing & Google Adsense currently set up and running
- December 2005 sales, \$6,000+
- WholesaleKeychain.com averages 700 unique visitors daily
- WholesaleKeychain.com averages 24,000 unique visitors monthly
- WholesaleKeychain.com averages 200,000 page views monthly

WEBBIZIDEAS.COM SUGESSTIONS:

- Website Re-Design to increase navigation, organization, and to create a more professional look.



- Addition of advertising spaces to add a second revenue stream
- Increase product lines
- WholesaleKeychain.com is already very established in the search engines, finding alternative advertising sources online/offline will be very beneficial.

ASKING PRICE: 60000 USD

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Please feel free to call or e-mail me with any questions you have!

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