

Re **Product** Total **Total Profit Profit** Margin Ra **Brand Transactions** Hermanos 5342 \$21,753.14 58.64% 5238 \$20,353.79 59.81% Ebony Tell Tale 5112 \$19,982.03 58.05% Tri-State 5099 \$19,979.82 58.91% \$19,810.42 High Top 4940 60.42% Nationeel 4408 \$18,616.82 60.44% Best **4**218 \$18,354.53 60.64% Choice 58.42% \$17,736.81 Horatio **1**195 Fort West **4**108 \$15,834,21 59.80% **4**097 \$16,468.76 61.03% Fast \$14,018.03 3953 60.45% Sunset 3891 \$14,882.97 59.52% Carrington Red Wing 3870 59.36% \$15,869.53 Big Time 3816 \$15,560.09 60.20% 3744 \$15,749.36 61.60% Cormoran 3634 \$15,102.46 61.40% Imagine Super 3618 \$13,868.07 60.59% Denny 3584 \$16,015.19 58.02% High 3577 \$16,138.93 59.98% Quality Golden \$13,255.62 58.72% 3550 **BBB Best** 3514 \$12,991.34 62.12% PigTail 3467 \$11,617.25 60.68% 2252 ¢12 7/12 27 62 55% Dlata

Current Month Transactions

18325

Goal: 17339 (+5.69%)

Current Month Profit

\$71.7K

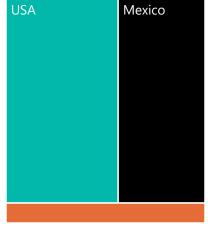
Goal: \$67.9K (+5.61%)

Current Month Returns

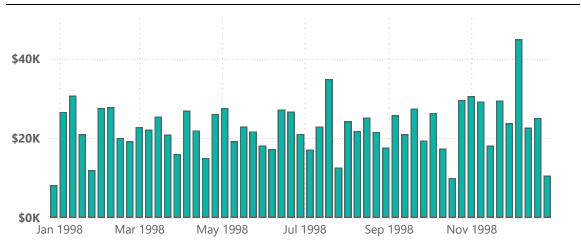
496

Goal: 482 (-2.9%)

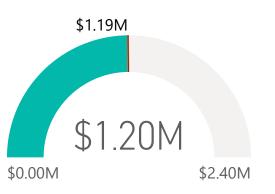




Weekly Revenue Trending



Revenue vs Target



Start of Month	Total Revenue(m)	Last Month Revenue	Total Transactions	Last Month Transactions	Total Profit	Last Month Profit	Total Returns	Last Month Returns	Revenue Target
01-01-1997	\$45,539.69		7034		\$27,173.83		187		
02-01-1997	\$44,058.79	\$45,539.69	6844	7034	\$26,265.96	\$27,173.83	164	187	\$47,816.67
03-01-1997	\$50,029.87	\$44,058.79	7710	6844	\$29,827.04	\$26,265.96	201	164	\$46,261.73
04-01-1997	\$42,878.25	\$50,029.87	6590	7710	\$25,568.09	\$29,827.04	162	201	\$52,531.36
05-01-1997	\$44,456.29	\$42,878.25	6866	6590	\$26,497.52	\$25,568.09	180	162	\$45,022.16
06-01-1997	\$45,331.73	\$44,456.29	6912	6866	\$27,059.81	\$26,497.52	187	180	\$46,679.10
07-01-1997	\$50,246.88	\$45,331.73	7752	6912	\$30,005.09	\$27,059.81	193	187	\$47,598.32
08-01-1997	\$46,199.04	\$50,246.88	7038	7752	\$27,522.96	\$30,005.09	175	193	\$52,759.22
09-01-1997	\$43,825.97	\$46,199.04	6663	7038	\$26,159.69	\$27,522.96	178	175	\$48,508.99
10-01-1997	\$42,342.27	\$43,825.97	6479	6663	\$25,209.98	\$26,159.69	189	178	\$46,017.27
11-01-1997	\$53,363.71	\$42,342.27	8232	6479	\$31,837.20	\$25,209.98	214	189	\$44,459.38
12-01-1997	\$56,965.64	\$53,363.71	8717	8232	\$33,998.31	\$31,837.20	224	214	\$56,031.90
01-01-1998	\$98,155.28	\$56,965.64	14936	8717	\$58,689.62	\$33,998.31	406	224	\$59,813.92

date •	60-Day Revenue
	706
01-01-1997	706
01-02-1997	2011
01-03-1997	3305
01-04-1997	3348
01-05-1997	5335
01-06-1997	7497
01-07-1997	10194
01-08-1997	10263
04 00 4007	44054