Revenue is only the starting point

Completed demo excerpt | Reformatted from workbook values

Fictional Trail Bottle example. These values show what the model reports when its demonstration inputs are used. They are not customer results or promised returns.

Metric	Direct store	Marketplace
Selling price	$32.00	$32.00
Discounted revenue / unit	$29.44	$30.08
Entered cost / unit	$25.45	$27.03
Planning profit / unit	$3.99	$3.05
Monthly units	180	110
Monthly planning profit	$718.59	$335.54

What is in the kit?

Blank calculator + completed demo + a four-page first-product walkthrough. One 25-tab workbook with 12 product/channel rows. Cost categories include fulfillment, fees, ads, returns, storage, labor and overhead. Scenario Testing applies to row 5 at fixed volume.

Before buying

Desktop LibreOffice tested. Excel, Google Sheets and mobile use unverified. Manual entry; no store integration. Costs align by row number, not SKU lookup. Formulas are not protected. Inputs and outputs require review. Introductory test price: **$19 one-time**; 7-day refund.