

2024



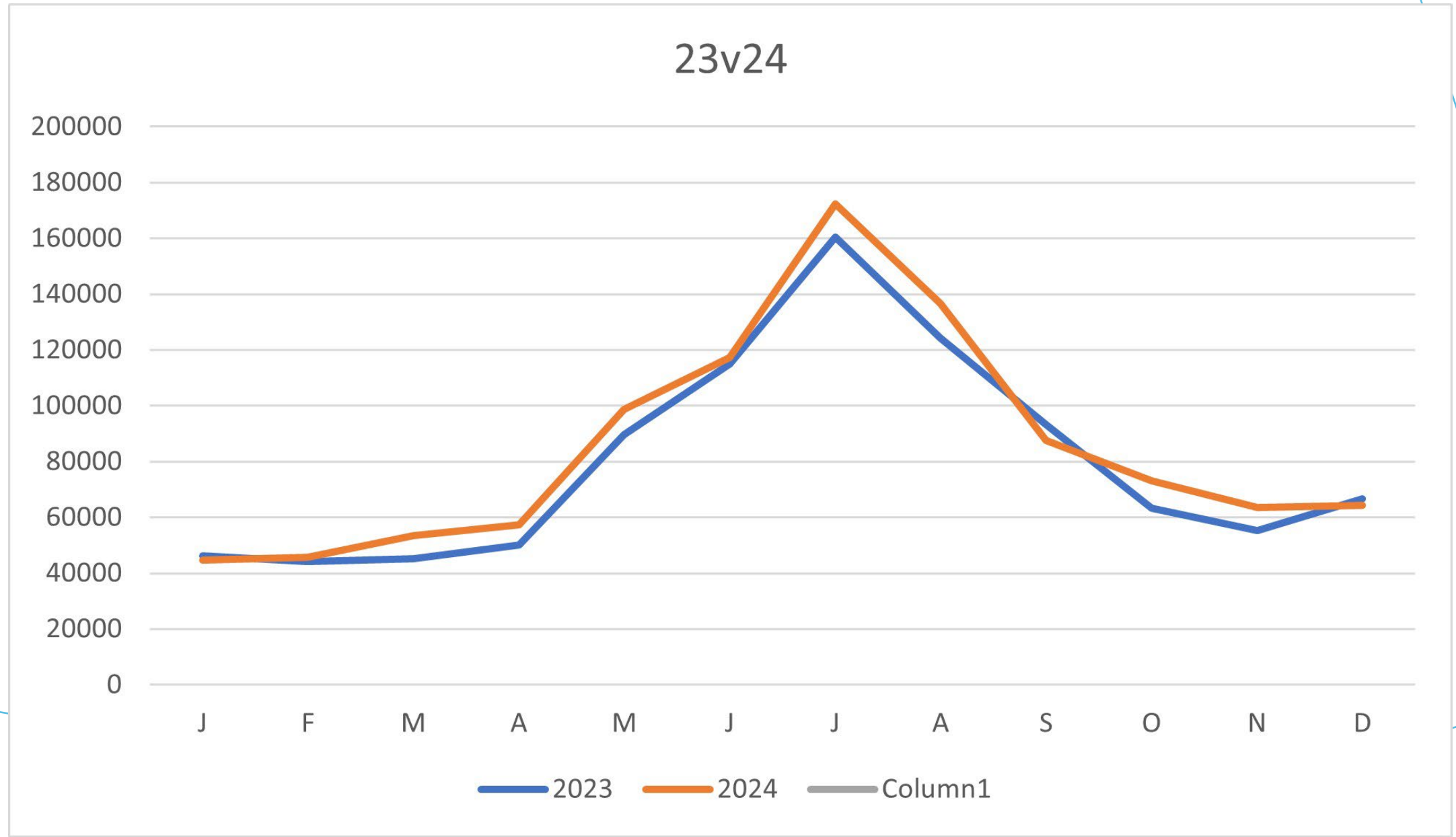
Where all the
profits, profit
vergas

The Vergas Liquor Store

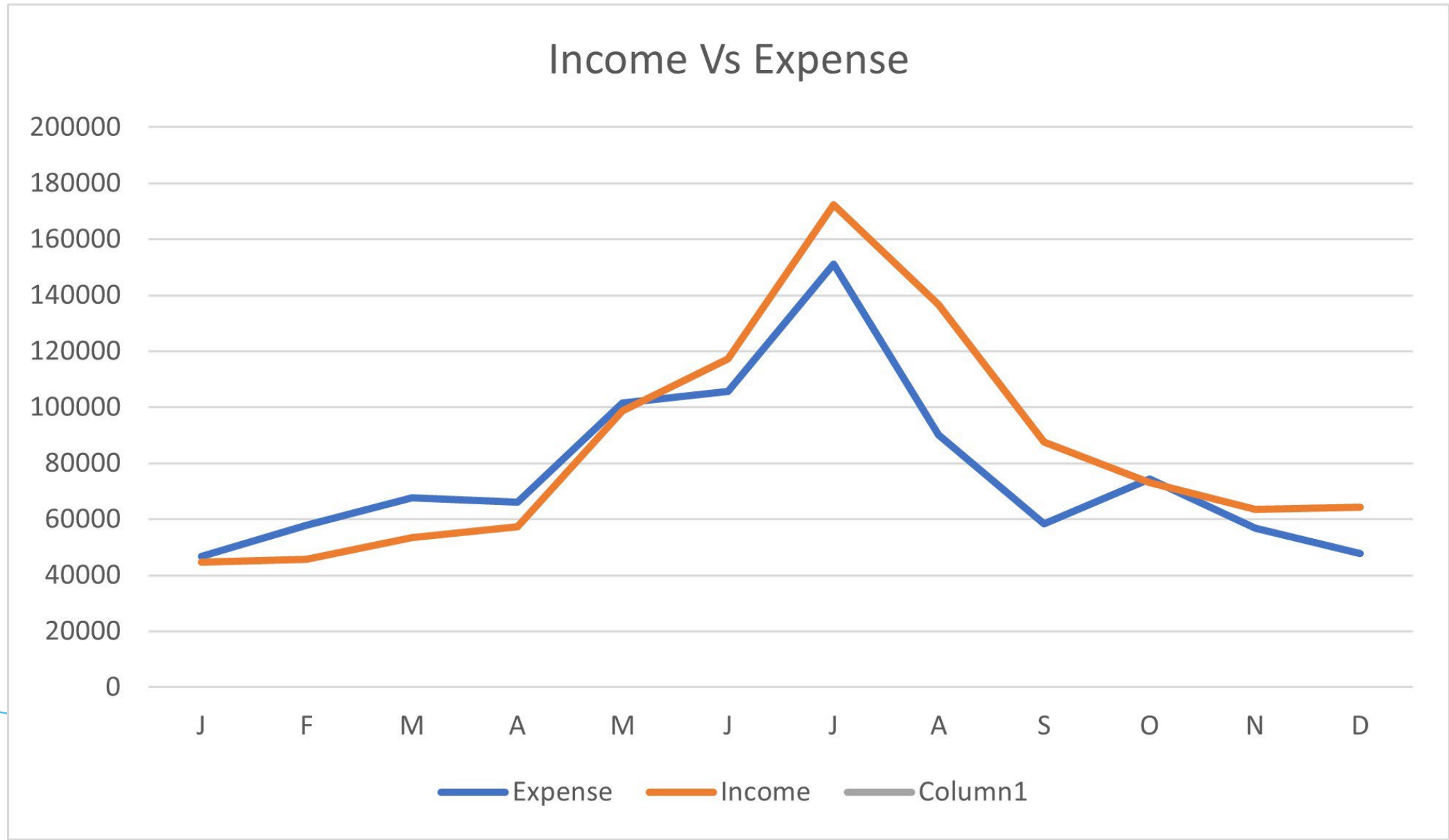
Financials

- Yearly sales - **\$1,012,236**
 - Cash received - \$336,425
 - Credit Card transactions - \$660,265
 - Checks received - \$14,651
- Profit after product was paid for (excluding wages, utilities, etc.) \$266,331 (29.49%)
- Profit after all expenses - \$91,725
- General Fund Transfer - \$25,000
- Discounts given to the community - \$14,347
 - This equals 1.59% of yearly sales
 - I am considering switching from discounts to a loyalty program. This would give more discounts to loyal customers instead of one-time shoppers.

SALES COMPARISON 2022 VS 2023

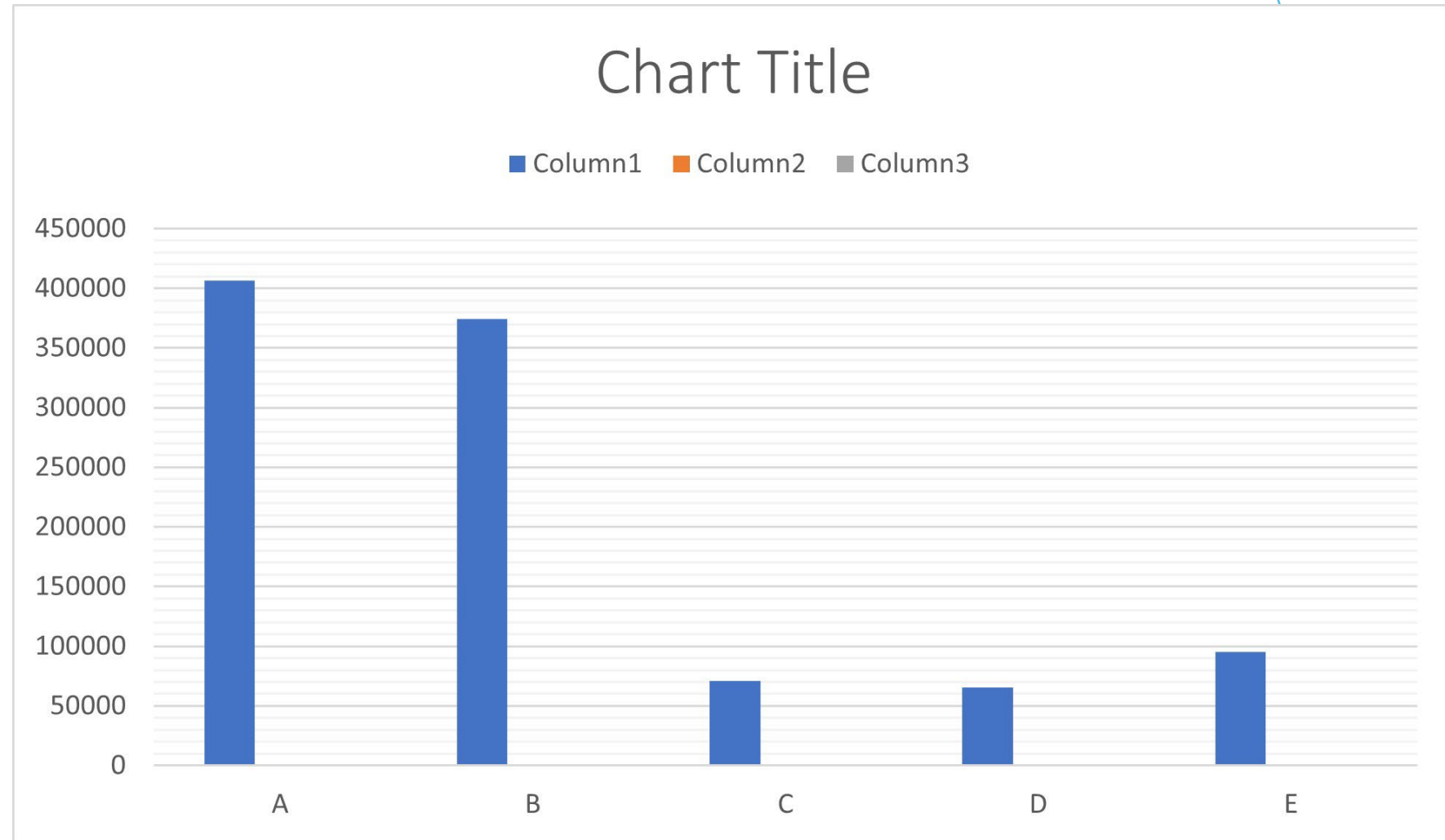


INCOME VS EXPENSES



DOLLARS RECEIVED PER EMPLOYEE

- Employee A – \$406,610
- Employee B – \$374,160
- Employee C – \$70,690
- Employee D – \$65,493
- Employee E – \$95,282



PRODUCT SALES BY CATEGORY

- Beer
 - Quantity sold – 28,710
 - \$463,407
 - 51.31% of sales
- Liquor
 - Quantity sold – 32,618
 - \$286,079
 - 31.68%
- Wine
 - Quantity sold – 6,351
 - \$84,567
 - 9.36%
- THC (began selling Feb 12th)
 - 5,365
 - ~~\$33,874~~
 - 3.75%

Products

- Average transaction - \$27.36
- Number of transactions - 33,016
- Number of products sold (Since May 8) - 80,536
- Number of products in the store, EOD Dec 31 – 21,518
- Value of products in the store, EOD Dec 31- \$239,446
- Top 5 products sold
 - Kinky 50ml – 8,113
 - Fireball 50ml – 1,878
 - Busch Light 30 pack – 1,312
 - Coors Light 24 pack – 1,249
 - 20lb bag of ice – 965