

# WHAT IS MY RETURN ON INVESTMENT FOR THE PURCHASE OF A TOBACCO FIXTURE?

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## Average cigarette pack sell price by State

|                       |                         |
|-----------------------|-------------------------|
| Alabama: \$5.80       | Nebraska: \$6.09        |
| Alaska: \$9.59        | Nevada: \$5.50          |
| Arizona: \$9.65       | New Hampshire: \$6.59   |
| Arkansas: \$6.50      | New Jersey: \$8.55      |
| California: \$6.77    | New Mexico: \$6.91      |
| Colorado: \$5.59      | New York: \$14.50       |
| Connecticut: \$9.30   | North Carolina: \$6.03  |
| Delaware: \$6.00      | North Dakota: \$5.04    |
| Florida: \$6.00       | Ohio: \$5.88            |
| Georgia: \$5.93       | Oklahoma: \$5.19        |
| Hawaii: \$9.68        | Oregon: \$5.35          |
| Idaho: \$5.25         | Pennsylvania: \$6.95    |
| Illinois: \$11.59     | Rhode Island: \$9.56    |
| Indiana: \$5.77       | South Carolina: \$5.55  |
| Iowa: \$7.25          | South Dakota: \$6.77    |
| Kansas: \$6.21        | Tennessee: \$5.89       |
| Kentucky: \$4.96      | Texas: \$7.24           |
| Louisiana: \$5.33     | Utah: \$6.64            |
| Maine: \$7.12         | Vermont: \$9.52         |
| Maryland: \$7.93      | Virginia: \$5.81        |
| Massachusetts: \$8.77 | Washington D.C.: \$7.89 |
| Michigan: \$6.95      | Washington: \$8.31      |
| Minnesota: \$5.95     | West Virginia: \$5.07   |
| Mississippi: \$5.45   | Wisconsin: \$8.11       |
| Missouri: \$5.25      | Wyoming: \$5.37         |
| Montana: \$6.25       |                         |

## Step 1:

1.) Enter the total cost of the Tobacco Fixture in Box 1a:  
Include shipping costs.

\$  1a

\$  2a x .06 (6%) = \$  3a

2.) Enter the sell price of a pack of cigarettes in Box 2a:  
If unknown, use the chart at left.

Box 3a is your net profit per pack.  
Enter this amount in Box 1b also.

3.) Divide Box 1a by Box 3a.  
Enter the amount in Box 4a:

packs 4a

Box 4a is the number of packs you will need to sell to pay for fixture

4.) Enter the number of packs sold per day in Box 5a and in Box 2b  
If unknown, enter the national average of 226 packs per day.

packs 5a

5.) Divide Box 4a by Box 5a.  
Enter the amount in Box 6a and in Box 4b:

days 6a

Box 6a is the number of days until the fixture has paid for itself

## Step 2:

\$  1b x  packs 2b = \$  3b

Enter amount from Box 3a      Enter amount from Box 5a

6.) Multiply Box 1b by Box 2b  
Enter the amount in Box 3b:  
This is your daily net profit.

365 -  days 4b =  days 5b

Enter amount from Box 6a

7.) Subtract Box 4b from 365.  
Enter the amount in Box 5b:

Box 5b is the number of days left in your fiscal year after fixture has been paid for.

8.) Multiply Box 3b by Box 5b.  
Enter the amount in Box 6b:  
This is your Total Profit the first year of ownership

\$  6b

X .10 (10% Sales Increase)

9.) Multiply Box 6b by 10%  
Enter the amount in Box 7b:

\$  7b

This is your estimated Return on Investment in the first year of ownership!



NEED HELP?  
Call us  
866.630.2100

