

# RUB A DUB HOT TUB - Break-Even Calculator

Average Monthly Expenses (Fixed Costs)	\$ 21,072		From TTM										
Annual Overall Gross Margin	31.36%		From TTM										
Average Monthly Break-Even Revenue	\$ 67,185												
Test New Fixed Cost	\$ 100,000												
Annual Overall Gross Margin	31.36%		From TTM										
Revenue to cover new fixed cost	\$ 318,838												
Hot Tub Sales Increase Plan													
Marketing dollars spent	\$ 19,836		From TTM										
Sales commissions paid	\$ 17,428		From TTM										
Total New Expense	\$ 37,264												
Retail Hot Tub Margin	33.02%		From TTM										
Revenue to cover new cost	\$ 112,851												
Actual Increase in 2025 Revenue	\$ 111,694		7 new tubs sold										
Expected Revenue Increase @ 10 Tubs	\$ 152,236		10 new tubs sold										
Return on Investment	\$ 39,385		10 new tubs sold										

**Disclaimer:** The data presented in this spreadsheet is for demonstration purposes only. The business and all related information are entirely fictional.