

Increase Revenue – The investment gains compare favorably to its costs.

Example:

The Yuma Zoo conducted a survey for one year to see if customers would be interested in a Behind the scenes tour. Out of the 40,550 customers 35% confirmed that they would purchase a behind the scenes tour if offered. Adding two additional employees would free up sufficient time to be able to provide the tours. Since they would be walking tours the only one-time costs would be signage and brochures to promote the tour.

Yuma Zoo – Tour Project	
Surveyed Customers	40,550
35% would like the Behind-the-Scenes Tour	14,193
Proposed Tour Price	\$22.00
Projected Revenue	\$312,246
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Cost to add 2 employees (including benefits)	\$109,050
Signs and Brochures	\$5,750
Projected Expenses	\$114,800
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Projected Net	\$197,446

If the two employees were hired and the Behind-the-Scenes tour was implemented then there would be an increase in revenue for the Yuma Zoo. This tour would bring in projected net revenue of \$197,446.