



RC400 ROI Analysis

The Big Picture:

The RC400 pays for itself in as little as 65 days



The Details:

Numbers assume the sale of (10) 12oz. drinks per day at \$2.00 each.

ROI calculated against investment of \$706, including machine cost (\$595), tax (\$36), and shipping (\$75)

Starbucks	
Single cup cost <i>54 cups at \$49.99</i>	\$0.93
Cup and lid	\$0.35
(1) 12 oz. serving at \$2.00 each	\$2.00
Net profit per cup	\$0.73
Pays for itself in 96 days	

Green Mountain	
Single cup cost <i>24 cups at \$13.76</i>	\$0.57
Cup and lid	\$0.35
(1) 12 oz. serving at \$2.00 each	\$2.00
Net profit per cup	\$1.08
Pays for itself in 65 days	