

## Website Option Evaluation

Market growth	
Low growth	0.7
High growth	0.3

On-line sales	12,000,000
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				Marks					Marks		
<b>Option 1</b>				1	<b>Option 2</b>				1		
<b>1.5% - 3%</b>					<b>9%-12%</b>						
	0.7	180,000	234,000			1,080,000	0.7	1,188,000			
	0.3	360,000				1,440,000	0.3				
Cost			100,000		Cost			400,000			
<b>Net gain</b>			<b>134,000</b>		<b>Net gain</b>		<b>788,000</b>				
					Plus optional Premium package		150,000				
					<b>In which case net gain only</b>		<b>638,000</b>	1			
					Option in 12 months						
					Spend an additional		70,000				
					Further 2%	240,000	0.7				
							EV	312,000			
					Further 4%	480,000	0.3				
					<b>Net gain</b>		<b>242,000</b>				
					Total expected gain		<b>880,000</b>	1			
					Worst case scenario		<b>700,000</b>	1			

