

# Treatment of a Wax Pass

## Wax Pass Purchase

Wax Pass: Brazilian Bikini  
 Promotion Type: Buy 9, Get 3  
 # of Visits: 12  
 Price: \$600  
 Installment Payments: 4



		First Visit	Second Visit	Third Visit	Fourth Visit	Visits 5-12	Total
Network KPI's	System Wide Sales	\$150	\$150	\$150	\$150		\$600
	Same-Store Sales	\$50	\$50	\$50	\$50	\$50/visit	\$600
EWC Revenue	Royalty (6%)	\$9	\$9	\$9	\$9		\$36
	Marketing (3%)	\$4.50	\$4.50	\$4.50	\$4.50		\$18
	<b>Total</b>	<b>\$13.50</b>	<b>\$13.50</b>	<b>\$13.50</b>	<b>\$13.50</b>		<b>\$54</b>

- Wax Pass Purchase is reflected in **System Wide Sales** as Installment Payments are collected
- Wax Pass Purchase is reflected in **Same Store Sales** as guests redeem their wax pass for service
- **EWC Revenue** is recognized through marketing and royalty fees as Installment Payments are collected