

TURNMEND

Fix what's broken. Sell more for good.

Store Growth Diagnostic

Prepared for: Greenroot Wellness (fictional example store)

Review period: last 12 months of Shopify, Meta Ads, Recharge, and agency invoices

Delivered within 10 business days of data access

Your agency was paid \$18,000 to help you lose \$17,176.

\$17K-\$25K yearly profit found	\$9,000 one-time cash found	34x return on the \$500 fee, using the low estimate
---	---------------------------------------	---

Doing nothing costs this store about \$1,431 every month.

Verdict: stop the losses first. Decide about growth after that.

This sample shows exactly what a Turnmend client receives. The store, the owner, and every number in it are made up for illustration. Your report is built entirely from your own data.

1. The bottom line

We'll be straight with you: Greenroot doesn't need a growth plan right now. It needs to stop losing money. Revenue fell from \$158,000 to \$64,000 (-59%) after cheaper copies of your gummies appeared on Amazon at about \$19. After ads, the agency, and fixed costs, the store lost about \$17,176 last year.

What we found	12-month value
Recoverable profit from cutting costs that don't pay off	\$24,504
One-time cash from stock that is nearing its expiry date	\$9,000
Guarantee threshold (\$5,000)	Met

Our honest verdict:

With the cuts below, the store goes from losing about \$17,176 a year to making about \$7,328. That's a small but real profit. We do not recommend a 90-day growth sprint until the next 60 days prove that the core customer base holds up. Your realistic options are on page 5.

Do these today. They take under an hour and cost nothing.

- ☐ Pause all paid ads.
- ☐ Send the agency its 30-day cancellation notice.
- ☐ Cancel the 5 unused apps.

2. Your numbers, as they really are

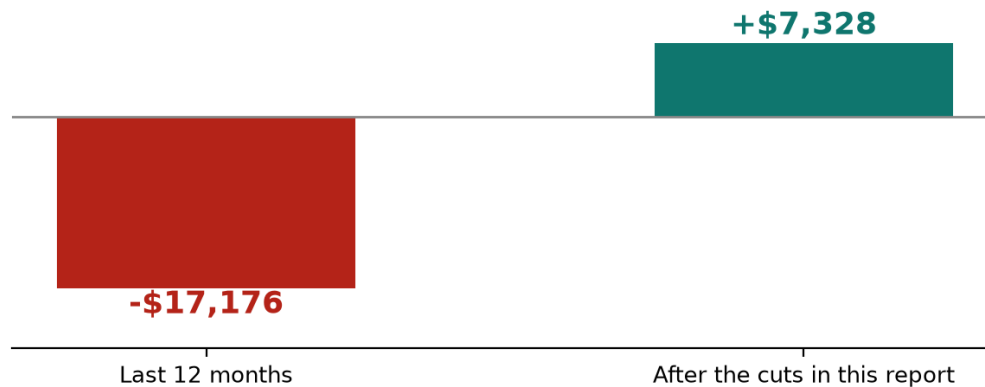
What one order actually makes

Per average order	Amount
Average order value	\$40.00
Product cost	- \$9.00
Shipping you pay	- \$6.40
Packaging	- \$0.90
Payment processing (2.9% + \$0.30)	- \$1.46
Returns and refunds	- \$0.80
Profit per order before ads	\$21.44 (53.6%)

The full year

Last 12 months	Amount
Profit from 1,600 orders before ads	\$34,304
Ad spend	- \$24,000
Agency retainer (\$1,500 a month)	- \$18,000
Apps (\$290 a month)	- \$3,480
Shopify plan, 3PL minimums, and other fixed costs	- \$6,000
Result	- \$17,176

Greenroot: from losing money to a small profit



Each paid order costs \$26.67 to get and makes \$21.44. The agency's monthly reports showed a 1.5x return and called it growth.

How we found these numbers

Every figure in this report comes from your own accounts. We don't use industry averages or guesses about your store.

What we pulled

- Shopify: 12 months of orders, products, and inventory
- Meta Ads: spend and results for every campaign
- Recharge: subscriptions and cancellations
- Agency contract, app invoices, and fixed costs

How we checked it

- We matched order-level revenue in your store against what the ad platforms reported, so ad results aren't counted twice.
- We worked out the true cost of every order, including shipping, fees, returns, and discounts, not just the cost of the product.
- Any fix that could cost you sales has that loss subtracted from its value.

Why the range

The high number assumes each fix performs as planned. The low number assumes it only does 70% as well. We use the low number for the guarantee and the return on your fee, so if we're wrong, it's in your favor. That puts the low end of this report at \$17,000 a year.

3. The seven areas we checked

Area	Rating	What we found
1. Offer	Critical	Amazon copies sell at about \$19 against your \$40. Customers no longer see a reason to pay more.
2. Audience	Needs work	There's a loyal core: 700 orders came without any paid ads. The rest only bought through ads.
3. Numbers	Critical	Paid orders lose \$5.23 each, and fixed costs exceed what the store earns.
4. Trust and conversion	Healthy	The site converts at 2.0%. Reviews are strong.
5. Free traffic	Needs work	Almost all free traffic comes from people searching your brand name.
6. Repeat sales	Needs work	Subscribers cancel at 18% a month, mostly over price.
7. Money leaks	Critical	An \$18,000 agency retainer, 5 unused apps, and 3,200 units that expire within 9 months.

4. Findings and fixes

A. Paid ads

Effort: 15 minutes | Results: immediately

What we found

\$24,000 in spend brought in 900 orders, each losing \$5.23.

The fix

- Pause all paid ads for 60 days.
- Track how many orders still come in without ads before deciding whether to restart.

Profit impact: about \$4,704 a year (\$24,000 saved, minus \$19,296 in profit from paid orders)

B. The agency retainer

Effort: 1 email | Results: 30 days

What we found

\$1,500 a month for running ads and sending monthly reports. The ads lose money, and the reports never showed profit.

The fix

- Cancel with the 30-day notice in the contract.

Profit impact: \$18,000 a year

C. Apps

Effort: 15 minutes | Results: immediately

What we found

5 of 11 apps cost \$150 a month and haven't been used in 90 days.

The fix

- Cancel them today.

Profit impact: \$1,800 a year

D. Stock nearing expiry

Effort: 1 day | Results: within 30 days

What we found

3,200 units (\$28,800 at cost) expire within 9 months.

The fix

- Offer a 3-for-2 deal to subscribers and past buyers first.
- Sell the rest to a short-dated goods buyer before month 6.

Cash recovered: about \$9,000 one-time

5. Your realistic options

After the cuts, the store makes about \$7,328 a year from about 700 loyal orders. That's a real result, but not a growth business yet. Here are your options, in the order we'd recommend:

- **1. Hold and test (recommended).** Run lean for 60 days. If the loyal orders hold, test one honest repositioning: a premium ingredient story or a bulk subscription price that comes close to Amazon's.
- **2. Fix it, then sell it.** Your profitable store, customer list, and brand can be listed on a marketplace like Acquire or Flippa. They're worth far more to a buyer as a profitable store than a losing one.
- **3. Wind down.** If you'd rather step away, close in an orderly way. Clear the stock, end every contract, and keep the email list as an asset.

Why we aren't selling you a sprint:

A sprint makes sense when there's demand to build on. Here, the product's position in the market is the problem, and that's your decision to make, not something we can fix for you. If the 60-day test shows the loyal base holds, we'd be glad to talk then.

6. Summary of value found

Opportunity	12-month profit impact
A. Pause paid ads	\$4,704
B. Cancel the agency	\$18,000
C. Unused apps	\$1,800
Total recurring profit impact	\$24,504

One-time	Cash
Stock nearing expiry	\$9,000