

Merchandise Report  
End of Year  
December 5, 2017  
Becky Adams

Sales are down significantly this year. Year to date sales are \$6348.70 down from \$10,743.63 last year. Of our income \$2602.00 is from new merchandise, \$3020.48 - \$775.70 in discounts from clearance inventory and \$127.98 in sales from Amazon royalties. There is still over \$550.00 in our Paypal account for sales that should be going out over the next week or so.

Postage rates are going up around .05 next year for priority mail so I don't think it is worth raising prices for 2018. We brought in \$1377.94 in shipping income and had \$1116.24 in shipping expense. The difference is still enough to cover Paypal fees of \$204.53. I did purchase some heavy duty mailer envelopes to be able to ship single publications via Media Mail to save a little money next year.

I will continue to add new merchandise as time allows. I am always open to suggestions.

I am waiting to get updated verbiage to bring the color chart up to date. We are currently out.

Revisiting the Kindle publications. I thought the original price to convert the Basic Owners Manual was around \$40 but it is \$75. I will let you decide if it is worth converting it for ease of reading.

I am going to drop our yearly sales goal down to \$8000.00 for 2018 since we don't have a bunch of clearance merchandise to liquidate next year.