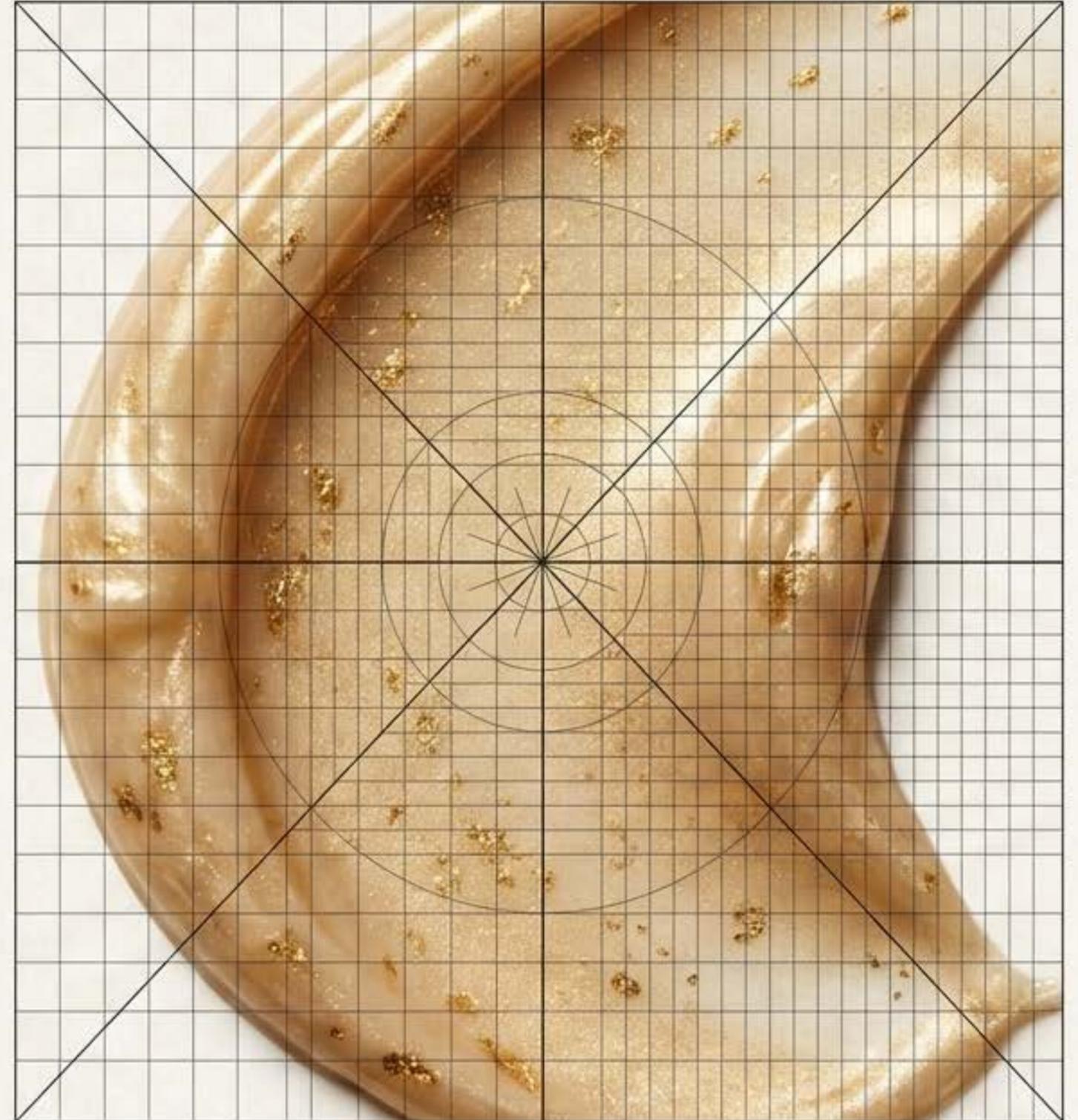


Glow & Behold: Financial Strategy & Performance Blueprint

Navigating the Path to Profitability
& Break-Even by February 2028



STRATEGIC OPERATIONAL DASHBOARD: INTERNAL USE ONLY

Survival Requires a High-Touch, High-Stakes Model

To clear the monthly fixed cost hurdle of \$25,567, we cannot operate as a standard retailer. We must function as a high-margin destination where aggressive efficiency drives the timeline.



The Fixed Cost Reality: Starting Every Month $-\$25,567$ in the Hole

Break-Even Math:

- If Contribution Margin is 55%
→ Need **$\$46,485$ Revenue.**
- If Contribution Margin is 40%
→ Need **$\$63,917$ Revenue.**

Sustainability hinges on sales velocity.
We start every month deep in the red.

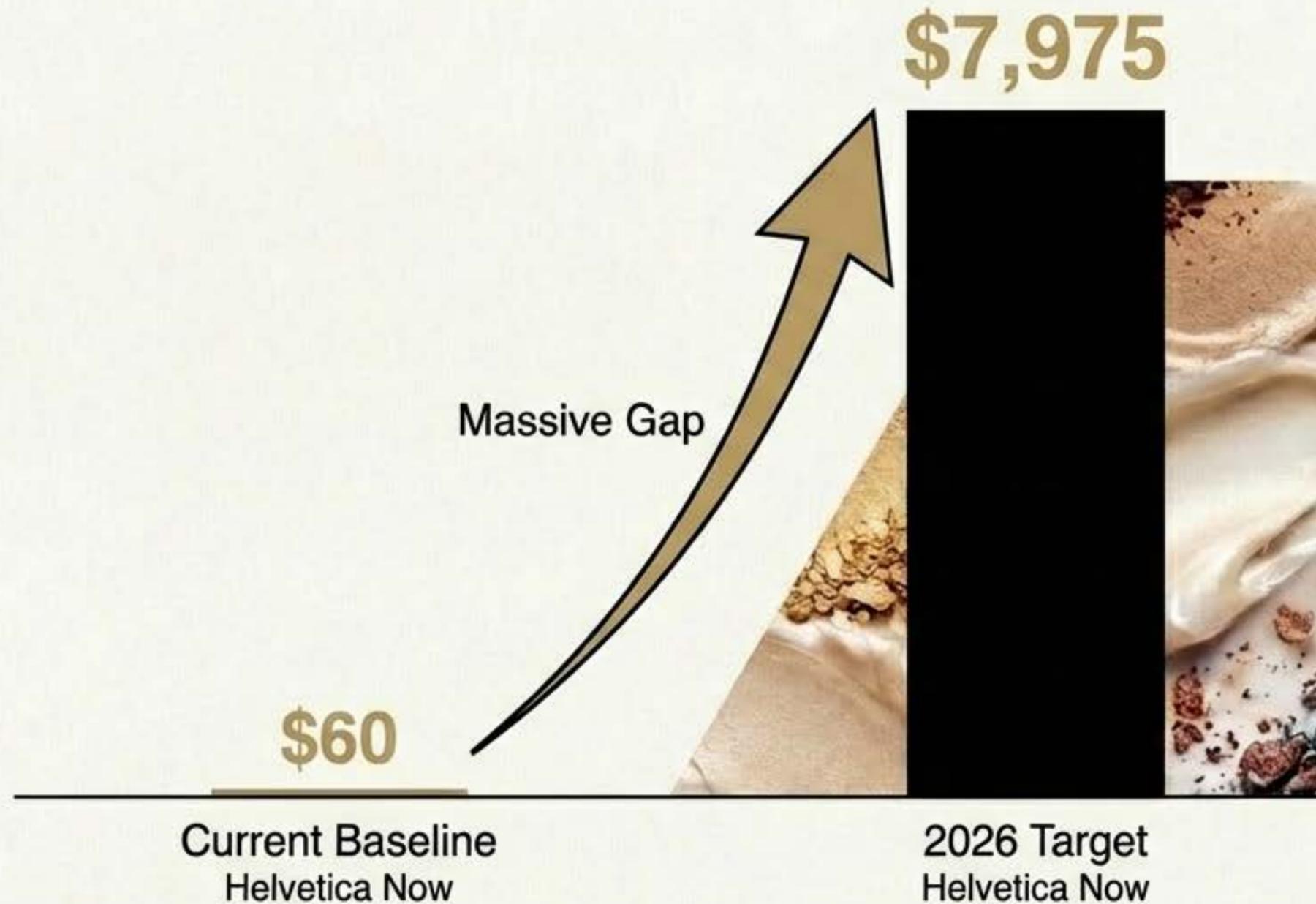


The Fuel: Balancing Cash Contribution with Velocity



Prioritize Skincare for profit per unit, but utilize Makeup to drive acquisition.
High margin is useless if product sits for 120 days.

Scaling Transaction Size: The \$7,975 AOV Mandate

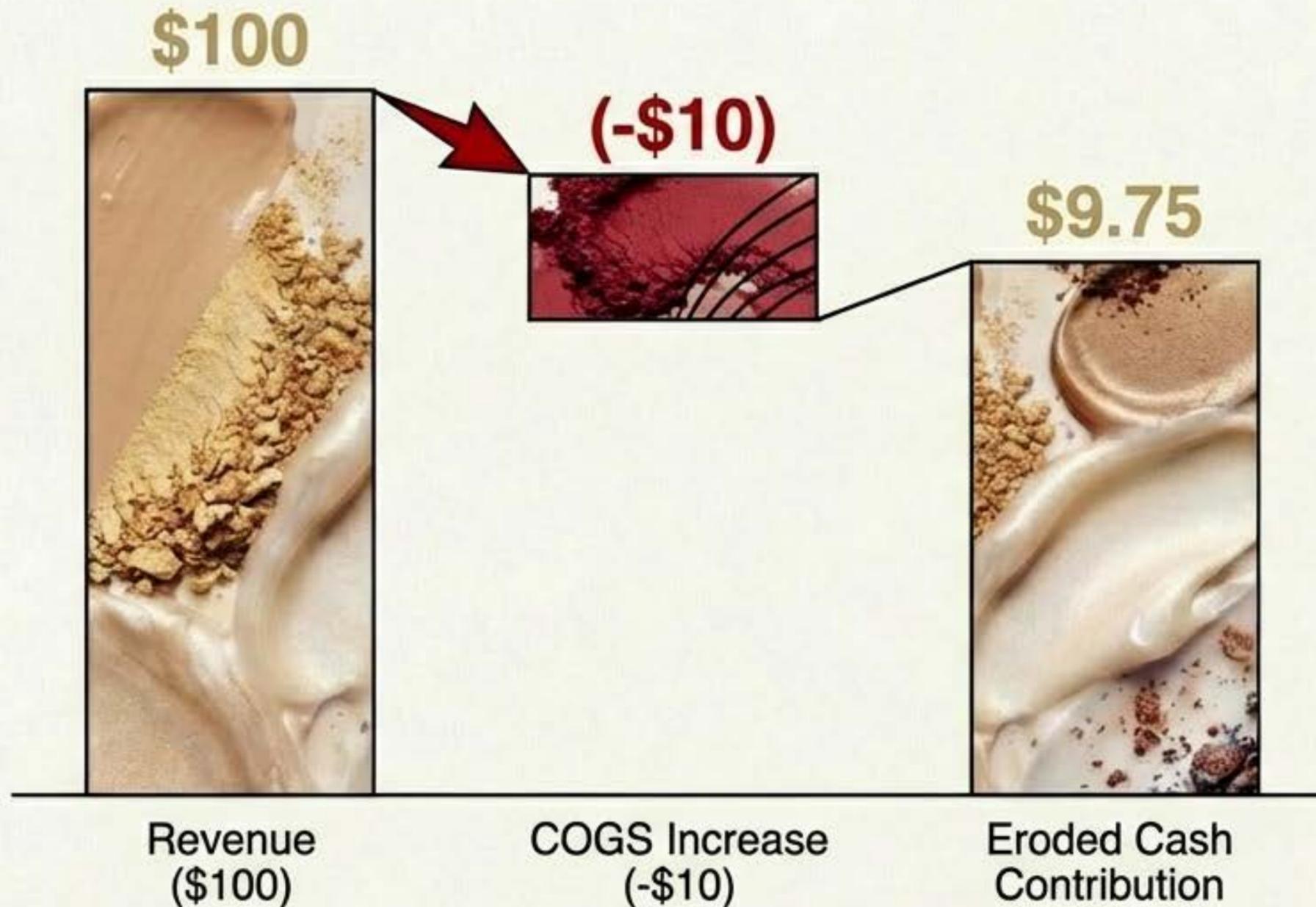


Strategies to Bridge the Gap:

1. Consultation Packages: Full-routine solutions.
2. Bundling: Pair core items with high-margin tools.
3. Pricing Tiers: Unlock loyalty pricing after thresholds.

$$\text{AOV} = \text{Total Revenue} / \text{Total Orders}$$

Protecting Margin Dollars: The 815% Profitability Target



The Erosion Risk: If margin drops from 55% to 45%, we lose **\$10** in cash contribution on every \$100 sale.

Actionable Tactics:

- Negotiate better terms with indie suppliers.
- Raise prices on inelastic 'cult-favorite' items.
- Stop sourcing if GM% dips below 75%.

Sales Efficiency: Turning Window Shoppers into Buyers



Target CVR: 180%

- ⚠️ If onboarding takes 14+ days, churn risk spikes significantly.
- ➡️ If CVR < 160%, immediate audit of checkout flow and consultation booking.

Asset Efficiency: Targeting 40 to 60 Inventory Turns

< 40 Turns - Danger

40-60 Turns - Target



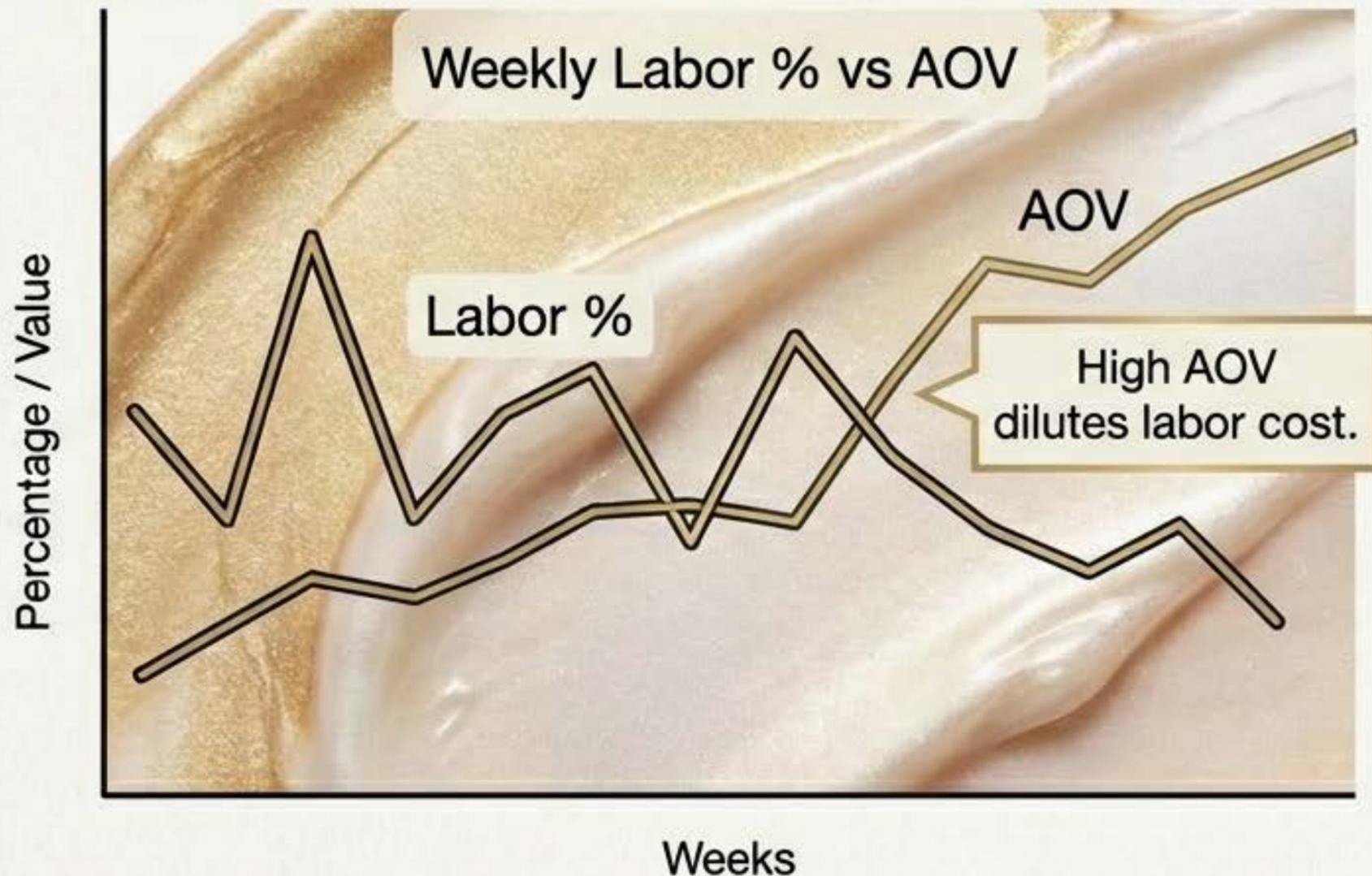
Makeup: 5.0x ITR

Tools: 2.8x ITR

If a brand's ITR falls below 20, it must be pulled from the curated selection immediately.

Controlling the Biggest Expense: Labor Cost Percentage

AOV and Labor % inversely correlated. Higher AOV dilutes labor costs.



Cap: \$16,167

Monthly Wage Bill

Target: 10-18%
of Revenue

☞ Review every Monday Morning.
Tie staffing schedules strictly to
projected traffic.

The Loyalty Engine: Repeat Customer Rate

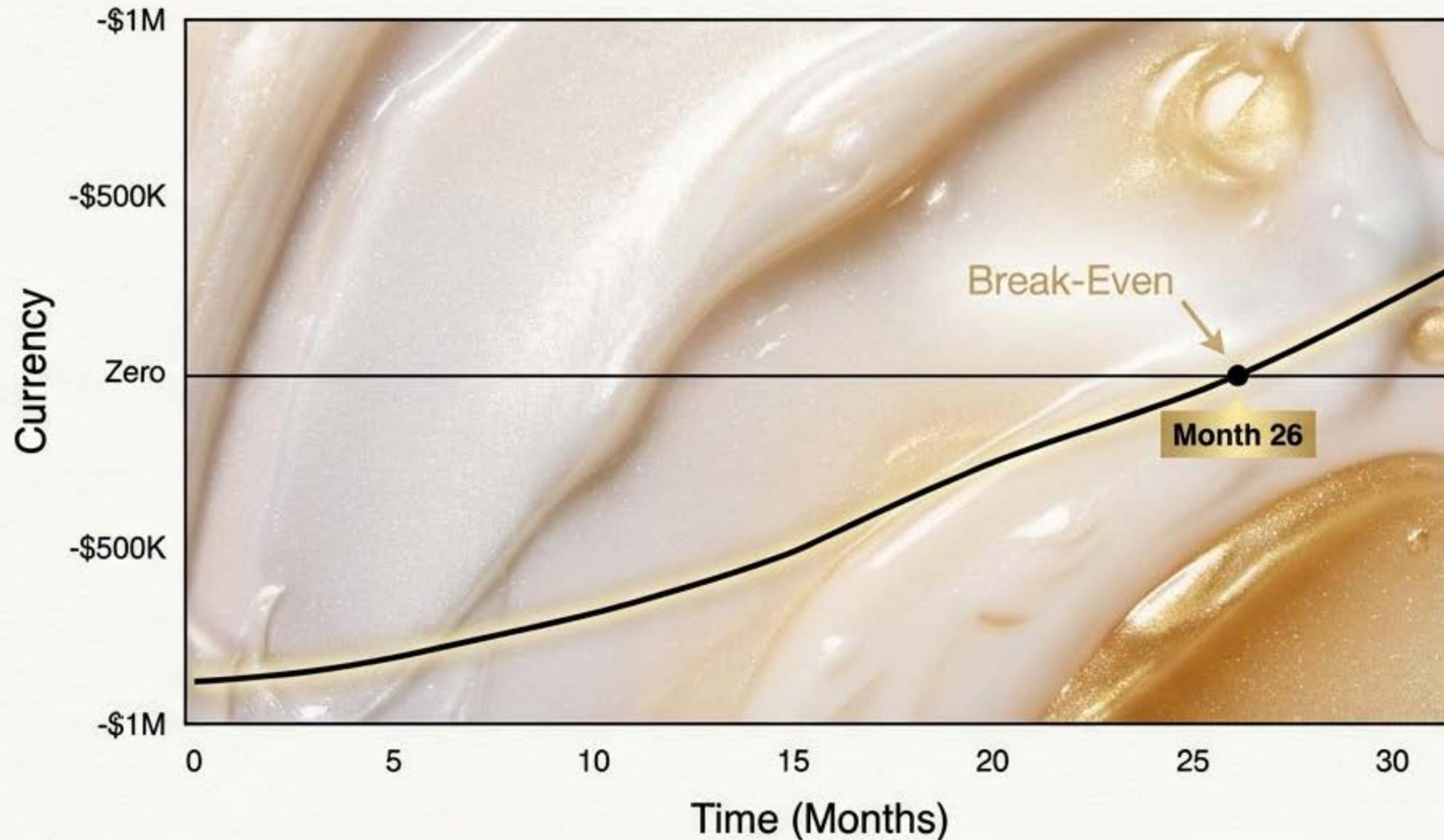


Insight: Retention efforts must generate 3.5x the volume of new sales.

Tactic: Create exclusive product bundles for repeat buyers.

The Finish Line: 26 Months to Break-Even (Feb 2028)

Burn Down



Critical Success Factors

1. Maintain Labor Cost Cap (**\$16k/mo**)
2. Achieve **\$7,975** AOV
3. Hit **815%** GM Target

High-touch models take longer due to upfront staffing. Stay the course.

Operational Rituals: From Strategy to Execution

MONDAY (Weekly)	MONTHLY	QUARTERLY
<ul style="list-style-type: none">• Review Labor Cost % (Target <18%)• Check CVR (Target 180%)• Audit Cart Abandonment reasons	<ul style="list-style-type: none">• Review GM% (Target 815%)• Track Repeat Customer Rate (Target 350%)• Analyze AOV trends	<ul style="list-style-type: none">• Review Inventory Turnover (Target 40-60)• P&L Breakeven Tracking

Focus on margin improvement, not just top-line growth.