BUSINESS MERCHANTS

"Accounting" – *integrity for the attest function* – is certainly a prominent business, for Business. The public relies on the accounting profession for reporting accuracies in measuring the debits and credits. However, the single largest drain against any company's revenue – *albeit intangible* –is the lost income from customers not visiting your business (e.g., vacant seats, unoccupied tables, lost opportunities, advertising campaign that produces unmeasurable results, etc.).

> **ACCOUNTING CAN ONLY MEASURE THE DIGITS …**
> *how does the profession measure any 'non-digit' activity?*

that's a good question … let's approach the solution from another perspective: "**Advertising**" … again, another prominent business, for Business. It's said that "*a good advertising campaign will attract a 2% – 4% return from the market,*" and that's a reasonable estimate. U'R Great.Tv considers the matter this way:

Advertising reaches people … U'R Great creates customers

If "Advertising reaches people," and "*a good advertising campaign*" could be expected to result in a 2% – 4% return, is it a reasonable conclusion that your advertising is missing on 96% – 98% of the market? Now the issue is how any inference can be made between "Accounting" and "Advertising," the conclusion being: "*customers not visiting your business could be larger than you may realize.*" We'll look at the numbers.

Let's address the issue – *only to illustrate the point* – we'll assume business gross earnings:

$$\$10,000.^{00}$$

continuing our assumptions, let's conclude only 1% [$100] of gross earnings had some potential for "*customers not visiting your business.*" Let's also assume –*only for illustration* – your customer's average U'R Great.Tv Merchant debit card value is $25 [Merchant's cost: $2.99 + 10% or $2.50 … total cost of $5.49] ... from these assumptions let's conclude your business lost 18.2 customers.

The mathematical equation to determine "***some number for lost customers***" would be:

$$\$5.^{49}\sqrt{\$100.^{00}} \quad \frac{18.2149 \text{ customers not coming}}{\text{possible lost revenue}}$$

For purposes of our example 18.2149 can be rounded to 18.2 which represents the number of "*customers not visiting your business,*" based on our assumptions above the result is your business has 18.2 *customers not visiting your business* and at your average Merchant debit card value of $25 results in $455 of unaccountable revenue … expressed in the alternative your business lost 4.55% revenue.

Expressed in alternative, and duly accounted for, your business loses 4.55% of its revenue, based on applying a 1% assumption factor to "customers not visiting your business."