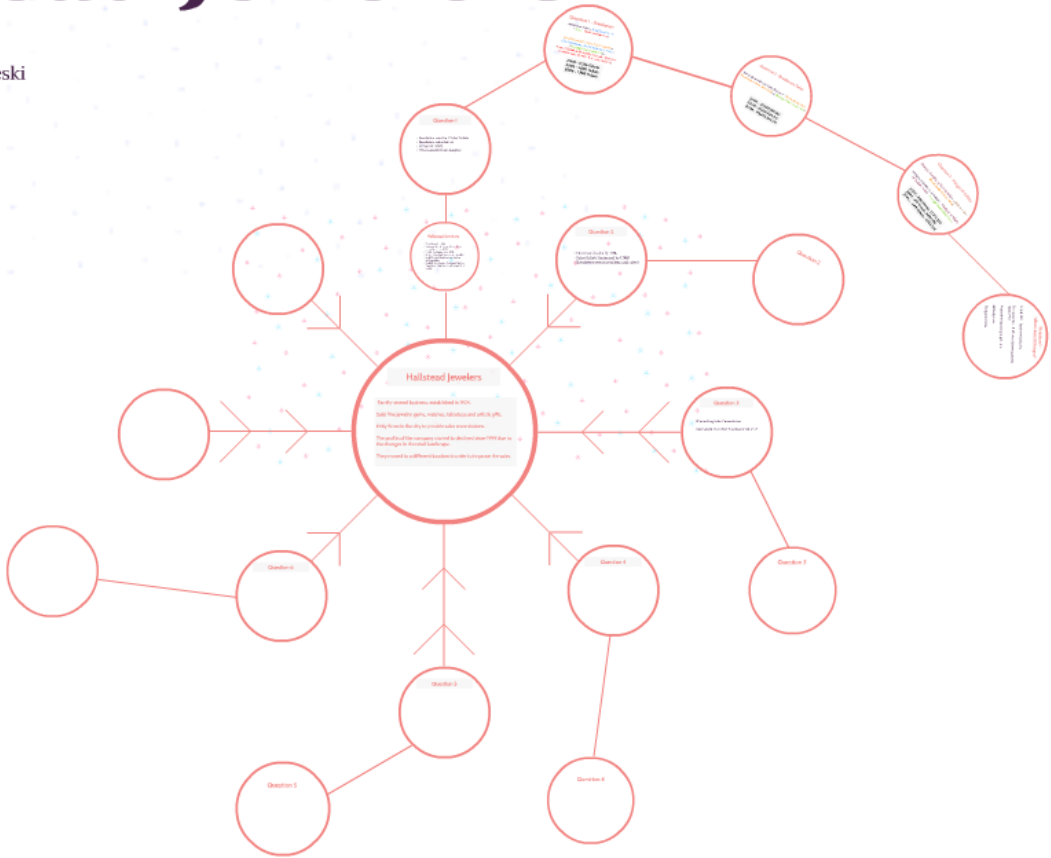


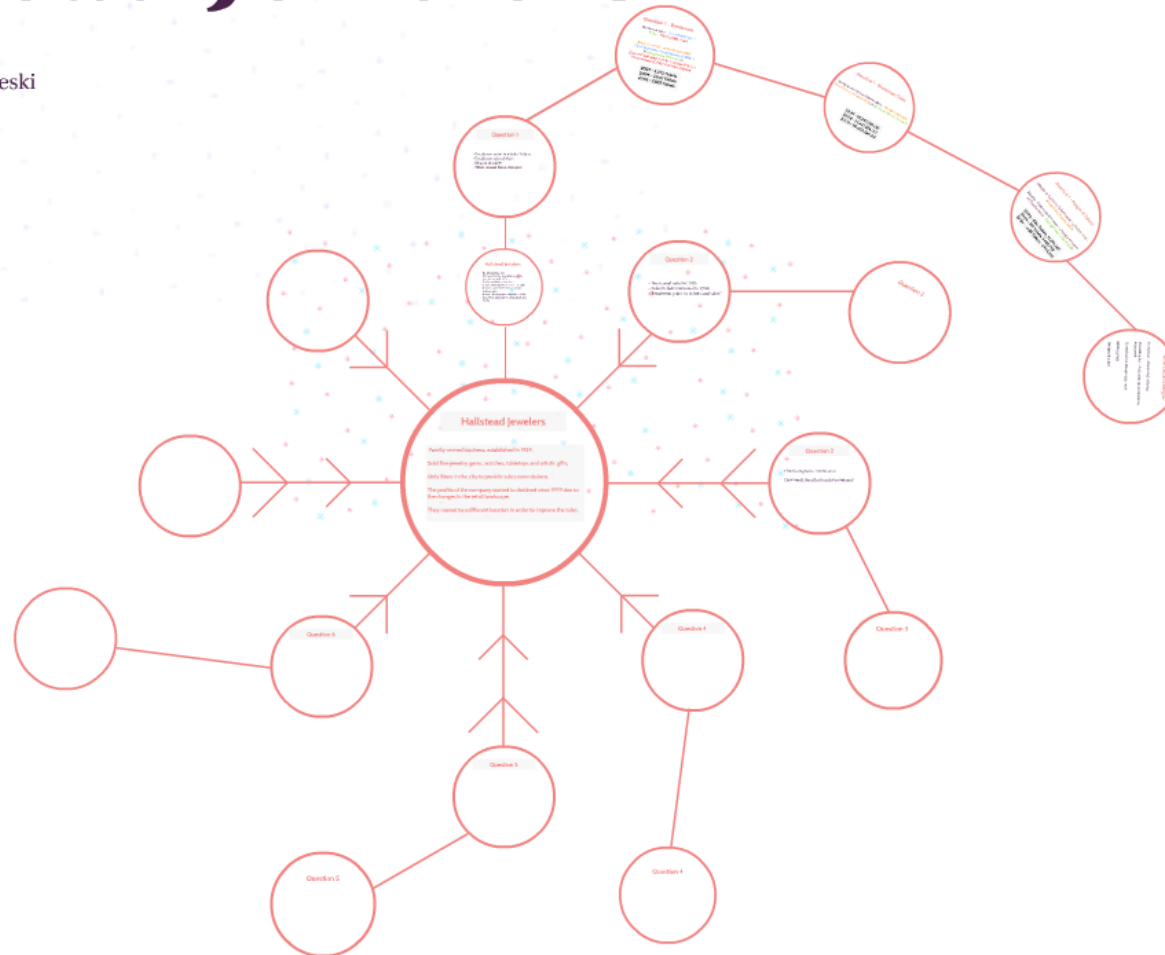
Hallstead Jewelers

Bryan Julian
Brandon Krakowieski
Venkata Marella
Dakota Pawlicki
Kristin Reynolds



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Hallstead Jewelers

Family-owned business, established in 1924.

Sold fine jewelry, gems, watches, tabletops and artistic gifts.

Only Store in the city to provide sales commissions.

The profits of the company started to decline since 1999 due to the changes in the retail landscape.

They moved to a different location in order to improve the sales.

Question 1

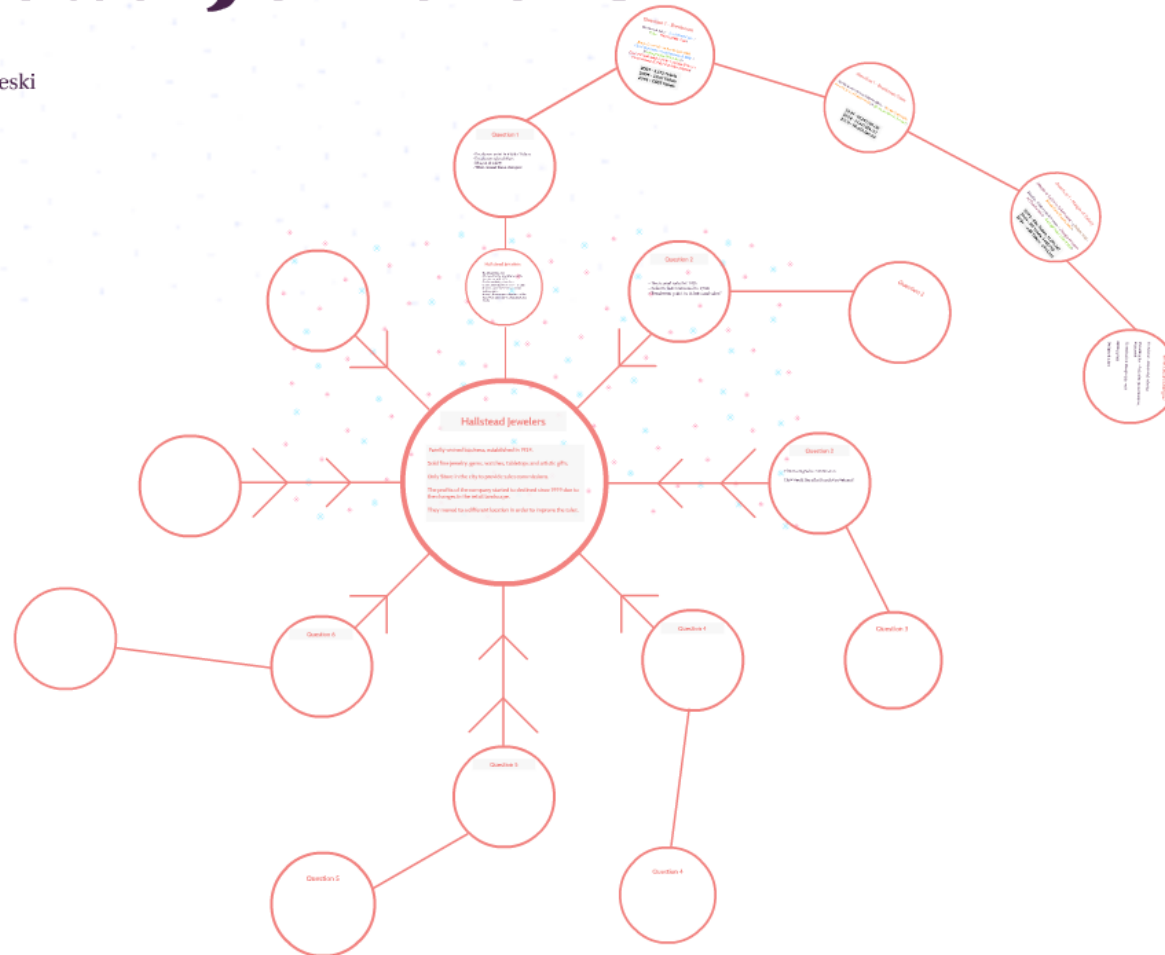
- Breakeven point in # Sales Tickets
- Breakeven sales dollars
- Margin of safety
- What caused these changes?

Question 2

- Decreased sales by 10%
- Sales tickets increased to 7,500
- Breakeven point in tickets and sales?

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Question 1 - What caused changes?

Fixed cost - Increased salaries

Variable cost - # of sales (commissions)
increased

Contribution margin per unit

Selling price

Budgeted sales