

# Streamlining Bar Ergonomics

## EXERCISE: CALCULATING REVENUE CAP AND OPPORTUNITY COST

Exercise: Use the data from the 2 venues below to calculate Beverage Revenue Cap and Opportunity Costs for each.

### Venue #1: ABC Bar

Current rev. cap:	\$2,100
Net Profit (%):	10%
\$ Profit on rev. cap	\$210

Increase rev  
cap by 20%

New rev. cap	\$ _____
Profit on additional revenues	_____ %
\$Profit on incr. rev	\$ _____

### Opportunity Cost

Current rev. cap	\$2,100
# Bartenders	3
\$/hr	\$ _____
\$/min	\$ _____
\$/sec	\$ _____

### Venue #2: XYZ Bar

Current rev. cap:	\$3,000
Net Profit (%):	15%
\$ Profit on rev. cap	\$450

Increase rev  
cap by 10%

New rev. cap	\$ _____
Profit on additional revenues	_____ %
\$Profit on incr. rev	\$ _____

### Opportunity Cost

Current rev. cap	\$3,000
# Bartenders	5
\$/hr	\$ _____
\$/min	\$ _____
\$/sec	\$ _____



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