



The Profit is an American documentary-style reality television show broadcast on CNBC. In each episode, Marcus Lemonis typically offers a capital investment and his expertise to struggling small businesses in exchange for an ownership stake in the company.

For this assignment you are required to watch The Profit and complete the worksheet for one of the episodes. The show can be seen regularly on CNBC, but typically on Tuesdays night at 10 pm. Check your local listings. You can find previous episodes online at www.cnbc.com or youtube, hulu, etc.

Season _____ Episode(#) _____ Episode Name _____

Company Name _____ Company Location _____

What is the business and what do they do or manufacture, sell, etc. _____

Explain some of the business plan details _____

What or who is the major issue with the business at this time? _____

What is Marcus' valuation of the company _____

Valuation = offer price / equity percent
\$200,000 offered for 10% equity = \$2,000,000 valuation

What is Marcus' offer _____

Complete the table based on the performance of the business before and after Marcus "The Profit" gets involved.

BUSINESS	Before Marcus	After Marcus
Sales Revenue	\$	\$
Profit / Loss	\$	\$

How successful was Marcus in getting his vision or plan implanted in this episode? Explain _____

What are the reactions of the current business owners? _____

Has the problem been solved, why or why not? _____

How many competitors are there and who are they? _____

If you had \$100 million dollars in the bank, would you invest in this company? Why or why not?
