

Incentives and Profit Sharing



B2 INCENTIVE PLAN

	Team Lead	Assistant
Monthly		
Payroll Below 13% or \$5,000	\$25.00	\$20.00
Exceed Monthly Sales Target Goal	\$40.00	\$30.00
Margin Above 53%	\$40.00	\$30.00
All Marketing Tasks Completed	\$25.00	\$20.00
Company Hits Sales Goal and \$40,000 Profit	\$30.00	\$25.00
Quarterly		
Quarterly Evaluation 4.5 or Higher	\$50.00	\$40.00
Quarterly Evaluation 4.0 or Higher	\$25.00	\$20.00
Annually		
Monthly Target Sales Goal Hit 9/12 Months	\$150.00	\$120.00
Company Hits Annual Sales Goal & \$1,000,000 Profit	1% profit split between Team Leads	

*Must be employed 90 days before being eligible for incentives (just like other benefits)

*Must be employed by B2 at the time of payout.

*Incentives will be paid on the 20th of the month following the end of the quarter.



profit sharing

As B2 grows and develops, we desire to profit share with all those who have helped accomplish our growth goals. Currently, bonus incentives are built in for Operations and Store Leads, as well as District Leads, upon hitting monthly goals. This represents one form of profit sharing; however, it doesn't help the Store Retail Associate or Warehouse Associate that works hard every day, but doesn't profit from being in a leadership role.

Because of this, B2 will continue to explore unique ways that we can reward hard work among all who are employed. One current form of this reward is the 50% discount option on certain items in our stores. However, a lazy Retail Associate benefits from this as much as the hard-working Retail Associate. Therefore, we will be looking into a system whereby if you are hard-working, your Supervisor can nominate you for additional bonuses or profit sharing. We'll keep you posted once we are ready to roll out this program.

Finally, should the Company be profitable at the end of the year, the B2 Board is considering ways to share a percent of this profit company-wide. This year, 2022, will likely represent the first year in which we'll be able to implement such a plan.

Know that we want to reward your hard work and effort. Continue to demonstrate a strong work ethic and positive attitude, and we will take notice. Rewarding such an effort is something we will take seriously going forward.