



LOGO

# Lorem Ipsum

Competitive Benchmarking  
**2022**

# Executive Summary

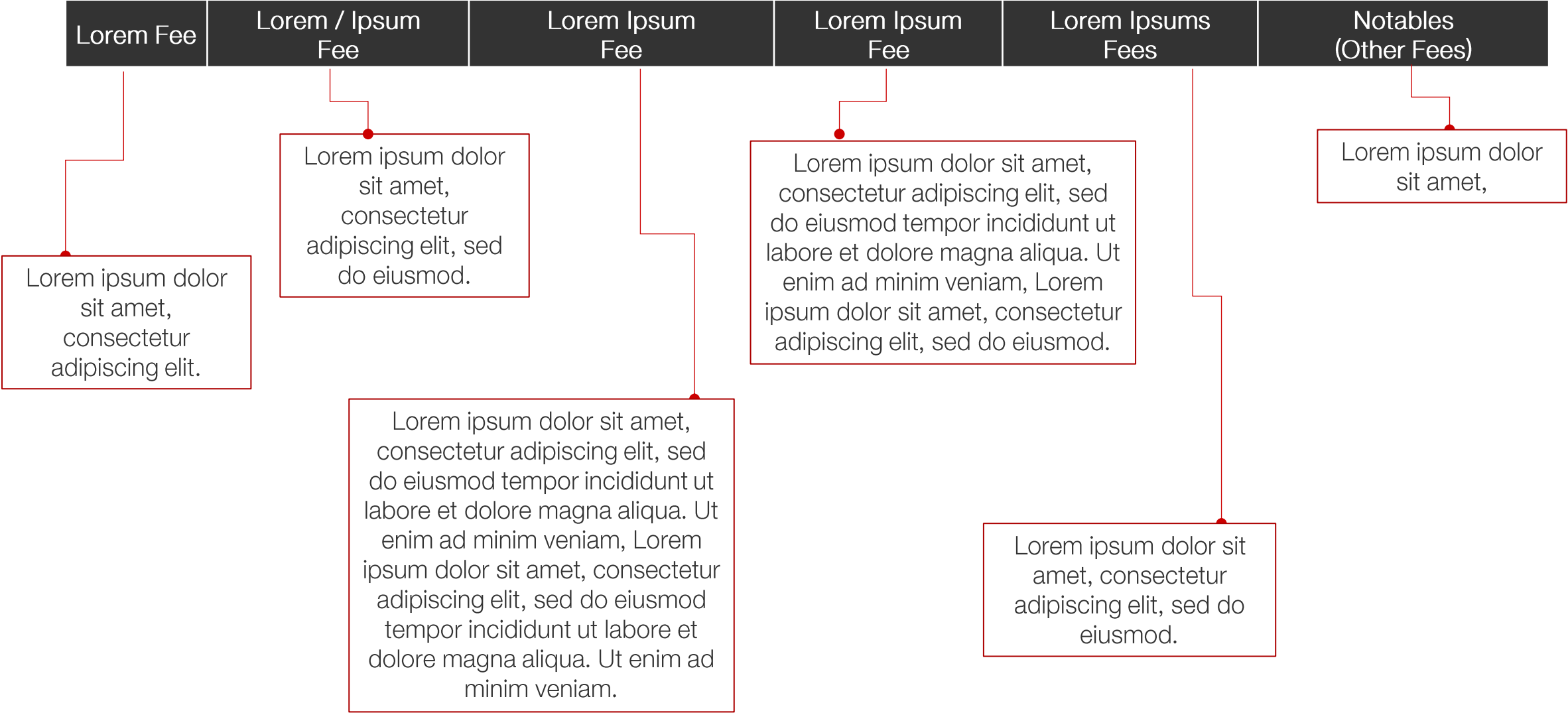
- ① [Company] has consistently and increasingly heard from [subject] that the cost of doing business [for this place] is too high and/or higher than other [places]
  - Effects of this, even if just a perception, include inability to acquire (barrier to entry) and retain [providers]
- ② While costs differ across business units, key cost drivers remain consistent: [driver & driver]
  - [Providers] have stated [information], increasing their cost
  - In [business units], [providers] are increasing the cost of [item], suggesting they are putting [people] at a disadvantage as a lever to absorb higher costs
- ③ [Company] is approaching a decision on how to [do X]; [Option] or offering increased benefits & services will be a crucial part of the journey
  - Cost of business with [company] is exacerbated by lack of [x] in comparison to competition
  - [Company] has great opportunity to expand [X] while leaning into what makes [company] valuable: lack of [x]



# High Level Comparison

- Does not include Lorem Ipsum
- Does not include any tax impacts
- Ipsum Lorem Duis aute irure dolor in reprehenderit in voluptate velit.

# Definitions of Categories



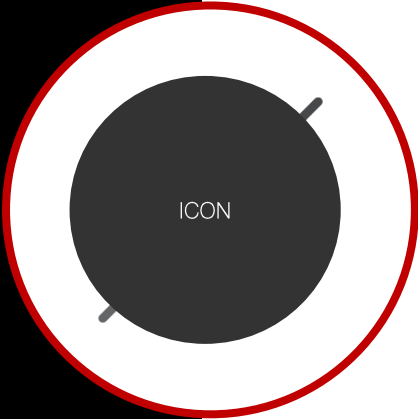
Fees	Title	Title	Title	Title	Title	Title
LOGO	8-15%	\$0	[Provider] pays cost	[Provider] pays cost	\$3.75 - \$100/unit	<div>▲ <a href="#">Lorem Ipsum</a> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do</div> <div>▲ <a href="#">Ipsum Registration</a></div>
LOGO	3 - 45%	<div><a href="#">Lorem Ipsum</a> \$0.99</div> <div><a href="#">Lorem Ipsum</a> \$39.99/mo</div>	<div><a href="#">Lorem Ipsum</a> <b>Varies</b> – Lorem Ipsumdolor sit amet, consectetur adipiscing</div> <div><a href="#">Lorem Plan</a> \$0 Lorem Ipsumdolor sit amet, consectetur adipiscing</div>	[Provider] pays cost	[Provider] pays cost	<div>▲ <a href="#">Lorem Ipsum</a> Add'l commission Lorem Ipsum is charged for categories lorem ipsum Lorem Ipsum, Lorem ipsum, Lorem Ipsum,Lorem Ipsuh &amp; Accessories</div> <div>▲ <a href="#">Lorem Ipsum Fee</a> ipsum Lorem Ipsum, Lorem ipsum, Lorem I has already been paid ipsum Lorem Ipsum, Lorem ipsum, Lorem I</div> <div>▼ <a href="#">Lorem Ipsum</a> Ipsum, Lorem ipsum, Lorem I has already been Lorem Ipsum lorem ipsum lorem ipsum</div> <div>▲ <a href="#">Lorem Ipsum Fee</a> Fees for Lorem Ipsum</div>
LOGO			\$2-\$17	<div><a href="#">Jan – Sept</a> \$0.53 - \$0.77</div> <div><a href="#">Oct – Dec:</a> \$1.70 - \$3.89</div>	\$75.50	
LOGO	3 - 20%	\$0	\$3.45-\$42.24	<div><a href="#">Jan – Sept</a> \$0.77</div> <div><a href="#">Oct – Dec:</a> \$2.27</div>	N/A	<div>▼ <a href="#">Lorem Ipsum Fee</a> Ipsum, Lorem ipsum, Lorem I has already been Lorem Ipsum lorem ipsum lorem ipsum</div> <div>▲ <a href="#">Lorem Fees</a> Fees for Ipsum</div>
LOGO	6.5%	\$0.20	N/A	[Provider] pays cost	[Provider] pays cost	▲ <a href="#">Lorem Fees</a> Fees for Ipsum
LOGO	0.05 - 15%	\$0.30	N/A	[Provider] pays cost	[Provider] pays cost	▼ <a href="#">Fee</a> Ipsum Lorem Ipsum Lorem



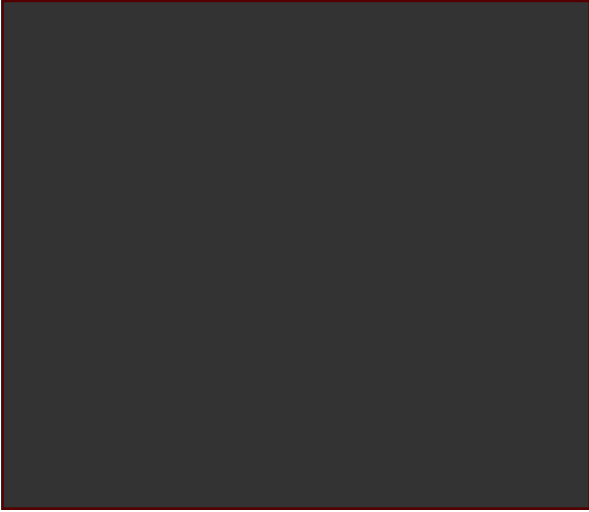
# Cost Modeling Case Studies & Key Considerations

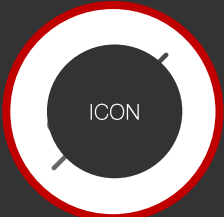
- Actual costs & business factors will vary; meant for illustrative purposes only; assumptions used; not all operating costs are modeled

# Case Study:



## Selection Criteria





Company

Month

July

Ipsum

Ipsum

Ipsum

Cost

\$399

Ipsum

125

Ipsum

11\*

\*Ipsum lorem Ipsum Using rate or  
Ipsum Lorme 9%

[Link to Assumptions & Calculations](#)

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Cost of Ipsum

Ipsum Lorem	\$ 10.33
Lorem 5% Fee	\$ 7.98
Ipsum Fee (8%)	\$ 31.92
	<b>\$ 50.23</b>

<u>Lorem</u>	\$ 0.62
<u>Lorem Ipsum</u>	\$ 3.26
<u>Lorem Ipsum</u>	\$ 0.00

**\$54.11/ea**

\*Includes \$0.50 surcharge for Hazmat

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Cost of Ipsum

Ipsum Lorem	\$ 8.65
Ipsum Fee (8%)	\$ 31.92
	<b>\$ 40.57</b>

<u>Ipsum</u>	\$ 0.76
<u>Lorem Ipsum</u>	\$ 0.13
<u>Lorem Ipsum</u>	\$ 0.00

**\$41.46/ea**

Logo

Cost of Ipsum

Ipsum Lorem	\$ 10.33
Ipsum Fee (8%)	\$ 31.92
	<b>\$ 42.25</b>

<u>Ipsum</u>	\$ 0.76
<u>Ipsum Lorem</u>	\$ 3.26
<u>Ipsum Lorem</u>	\$ 0.00

**\$46.27/ea**

Logo

Cost of Ipsum

Ipsum Lorem	\$ 10.33
Ipsum Fee (8%)	\$ 31.92
	<b>\$ 42.25</b>

<u>Lorem</u>	\$ 0.59
<u>Ipsum Lorem Fee</u>	\$ 0.35
<u>Ipsum Lorem</u>	\$ 3.26
<u>Ipsum Lorem</u>	\$ 0.32

**\$46.77/ea**

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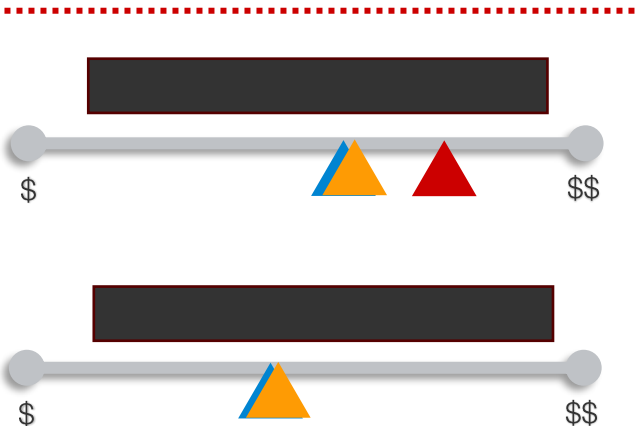
Cost of Ipsum

Ipsum Lorem	\$ 8.96
Ipsum Lorem Fee	\$ 0.12
Ipsum Fee (8%)	\$ 31.92
	<b>\$ 41.00</b>

<u>Lorem</u>	\$ 0.00
<u>Ipsum Lorem Fee</u>	\$ 0.35
<u>Ipsum Lorem</u>	\$ 0.17
<u>Ipsum Lorem</u>	\$ 0.32

**\$41.84/ea**

Total Cost Perception



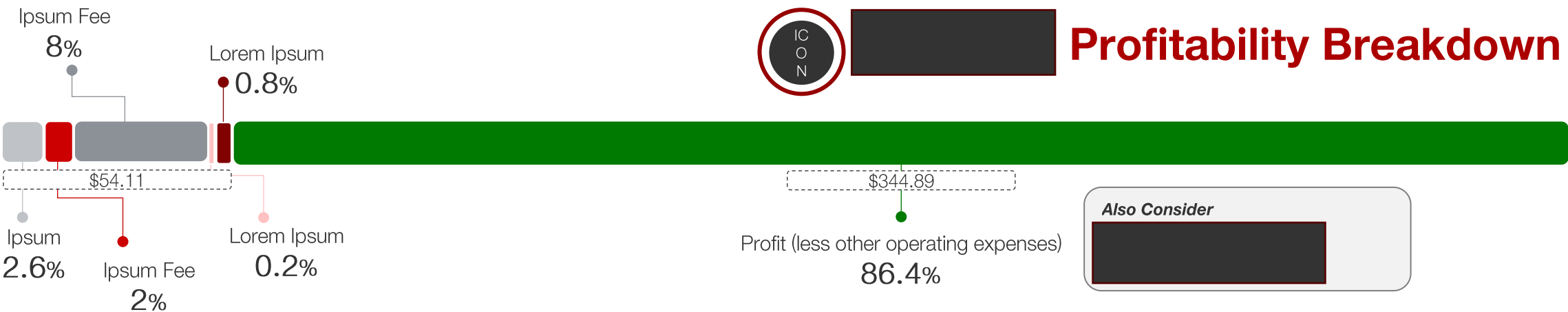
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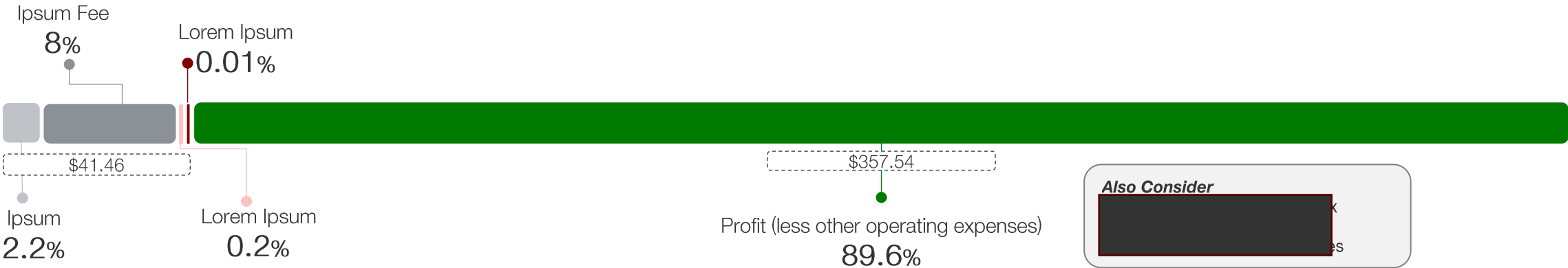
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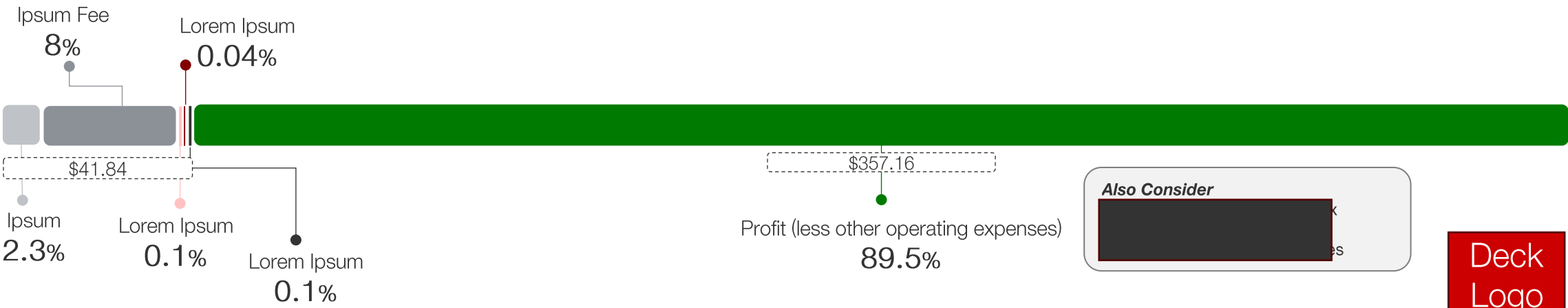
# Profitability Breakdown



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Case Study:

Company

# Lorem Considerations

## Cost of Lorem Ipsum

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- Difficult to provide Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor .
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## 2% Lorem Ipsum

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## Lorem & Ipsum costs

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## 3% more Lorem & ipsum

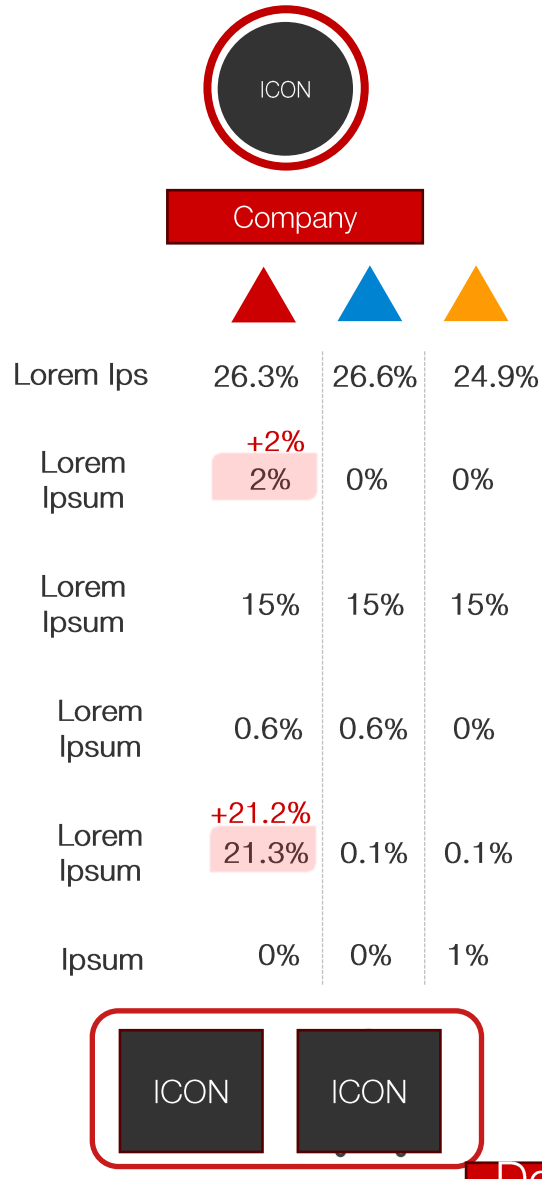
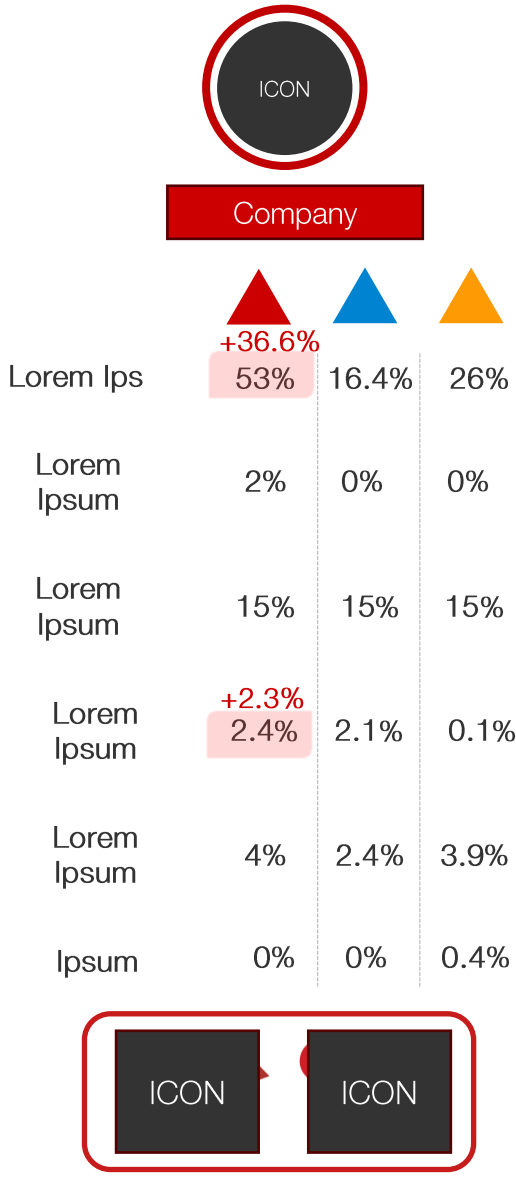
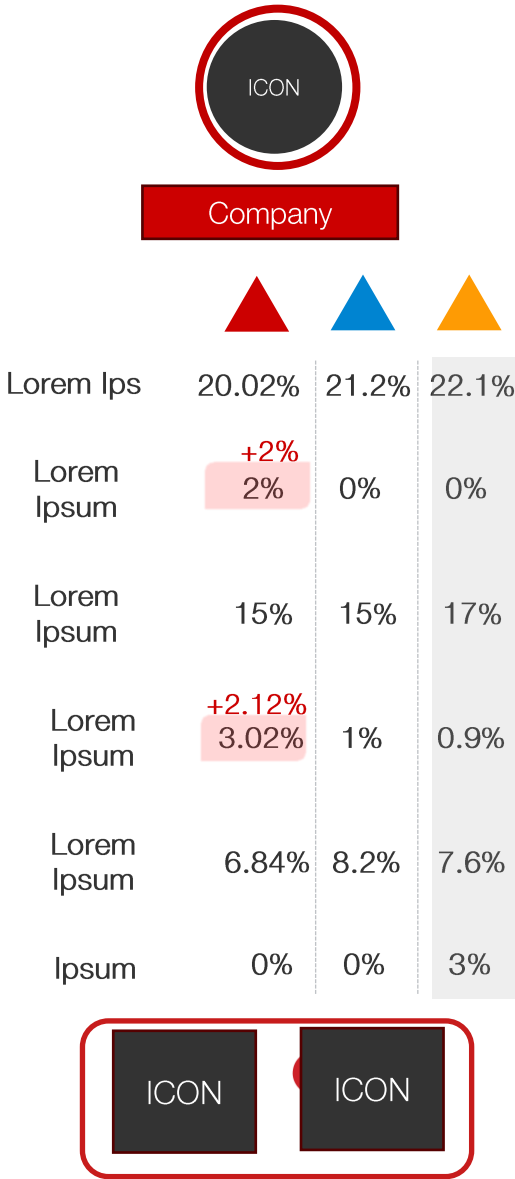
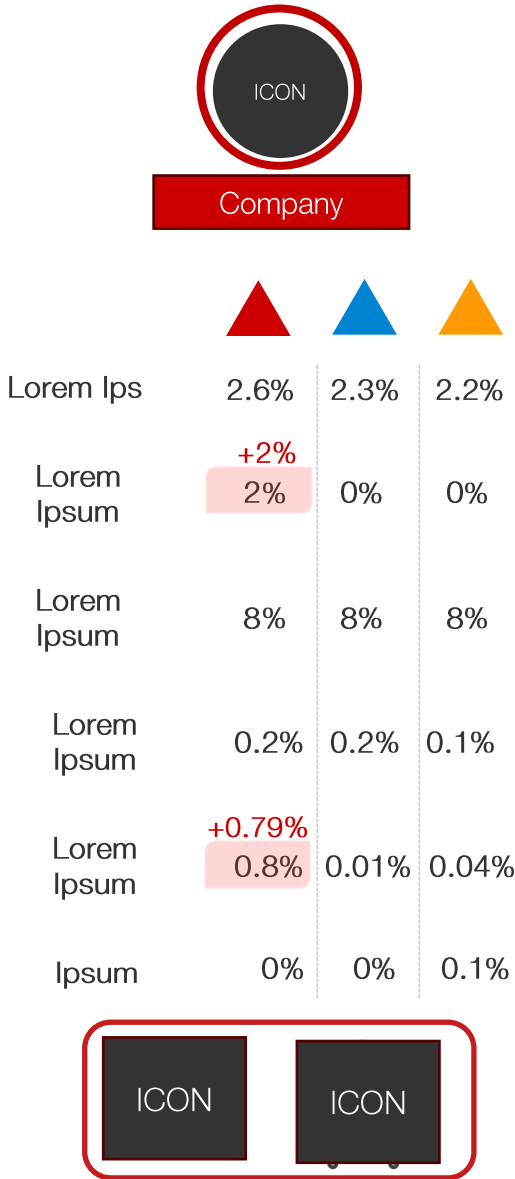
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# **Key Findings**

Drawing conclusions from the research

# Cost drivers:



# Key Findings

## Lorem Ipsum

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## Lorem & Ipsum

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## Services

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## Value Proposition

## Returns

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## Referral Rates

Target+ remains on par with competition. Both Target & Walmart beat Amazon by 2% in A&A.

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# Where do we go from here?

