

LOGO


Lorem Ipsum

Competitive Benchmarking
2022

Heather W. Mills

Executive Summary

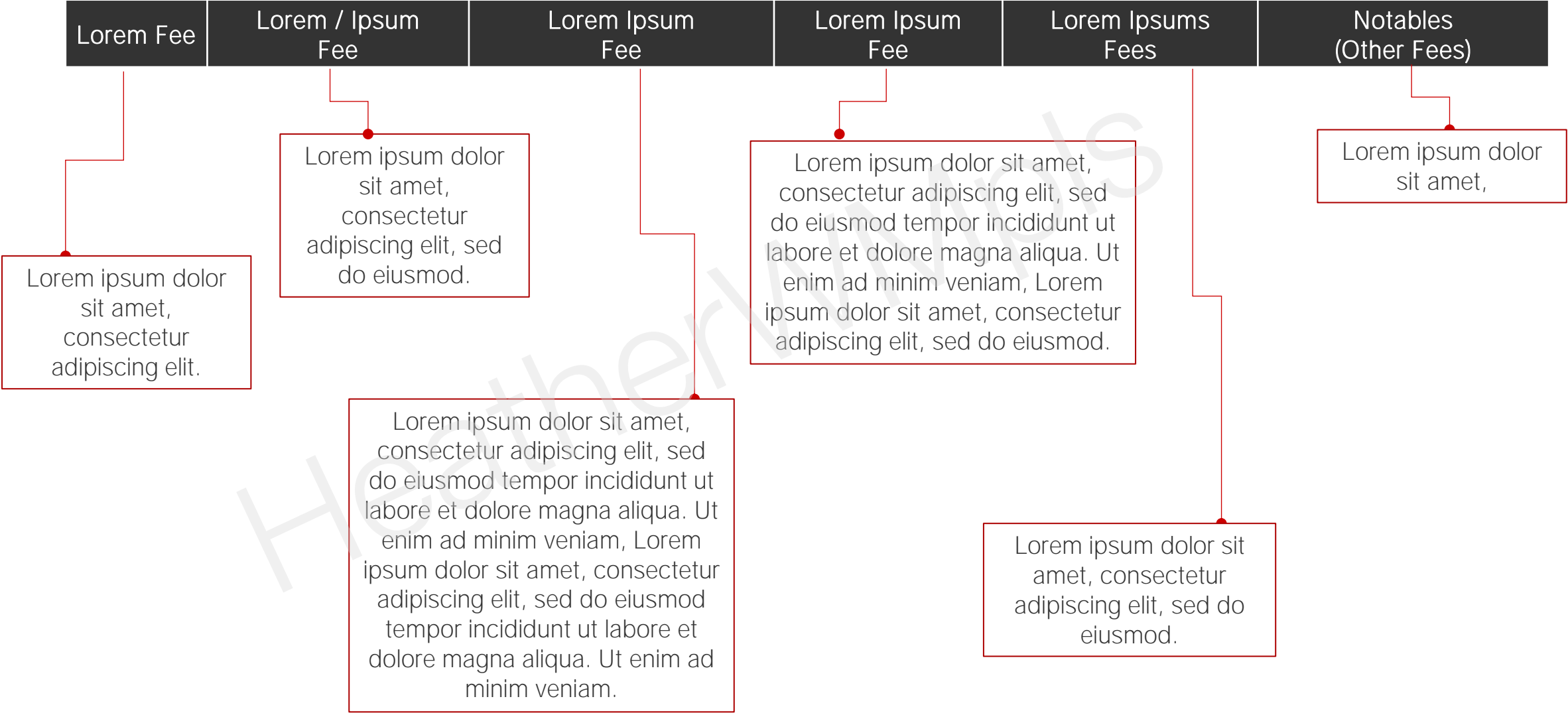
- ① [Company] has consistently and increasingly heard from [subject] that the cost of doing business [for this place] is too high and/or higher than other [places]
 - Effects of this, even if just a perception, include inability to acquire (barrier to entry) and retain [providers]
- ② While costs differ 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>▲ <u> Lorem Ipsum</u></div> <div> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do</div> <div>▲ <u> Ipsum Registration</u></div>
LOGO	3 - 45%	<div><u> Lorem Ipsum</u></div> <div>\$0.99</div> <div><u> Lorem Ipsum</u></div> <div>\$39.99/mo</div>	<div><u> Lorem Ipsum</u></div> <div>Varies – Lorem Ipsumdolor sit amet, consectetur adipiscing</div> <div><u> Lorem Plan</u></div> <div>\$0</div> <div> Lorem Ipsumdolor sit amet, consectetur adipiscing</div>	[Provider] pays cost	[Provider] pays cost	<div>▲ <u> Lorem Ipsum</u></div> <div>Add'l commission Lorem Ipsum is charged for categories lorem ipsum Lorem Ipsum, Lorem ipsum, Lorem Ipsum, Lorem Ipsuh & Accessories</div> <div>▲ <u> Lorem Ipsum Fee</u></div> <div>ipsum Lorem Ipsum, Lorem ipsum, Lorem I has already been paid ipsum Lorem Ipsum, Lorem ipsum, Lorem I</div> <div>▼ <u> Lorem Ipsum</u></div> <div>Ipsum, Lorem ipsum, Lorem I has already been Lorem Ipsum lorem ipsum lorem ipsum</div>
LOGO			\$2-\$17	<div><u> Jan – Sept</u></div> <div>\$0.53 - \$0.77</div> <div><u> Oct – Dec:</u></div> <div>\$1.70 - \$3.89</div>	\$75.50	<div>▲ <u> Lorem Ipsum Fee</u></div> <div>Fees for Lorem Ipsum</div>
LOGO	3 - 20%	\$0	\$3.45-\$42.24	<div><u> Jan – Sept</u></div> <div>\$0.77</div> <div><u> Oct – Dec:</u></div> <div>\$2.27</div>	N/A	<div>▼ <u> Lorem Ipsum Fee</u></div> <div>Ipsum, Lorem ipsum, Lorem I has already been Lorem Ipsum lorem ipsum lorem ipsum</div> <div>▲ <u> Lorem Fees</u></div> <div>Fees for Ipsum</div>
LOGO	6.5%	\$0.20	N/A	[Provider] pays cost	[Provider] pays cost	<div>▲ <u> Lorem Fees</u></div> <div>Fees for Ipsum</div>
LOGO	0.05 - 15%	\$0.30	N/A	[Provider] pays cost	[Provider] pays cost	<div>▼ <u> Fee</u></div> <div>Ipsum Lorem Ipsum Lorem</div>



Cost Modeling Case Studies & Key Considerations

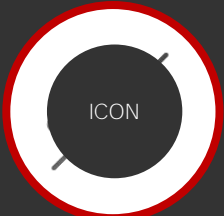
- Actual costs & business factors will vary; meant for illustrative purposes only; assumptions used; not all operating costs are modeled

Case Study:

Company

ICON

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](#)

Logo

Cost of Ipsum

Ipsum Lorem	\$ 10.33
Lorem 5% Fee	\$ 7.98
Ipsum Fee (8%)	\$ 31.92
	\$ 50.23

<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

Logo

Cost of Ipsum

Ipsum Lorem	\$ 8.65
Ipsum Fee (8%)	\$ 31.92
	\$ 40.57

<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
	\$ 42.25

<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
	\$ 42.25

<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

Logo

Cost of Ipsum

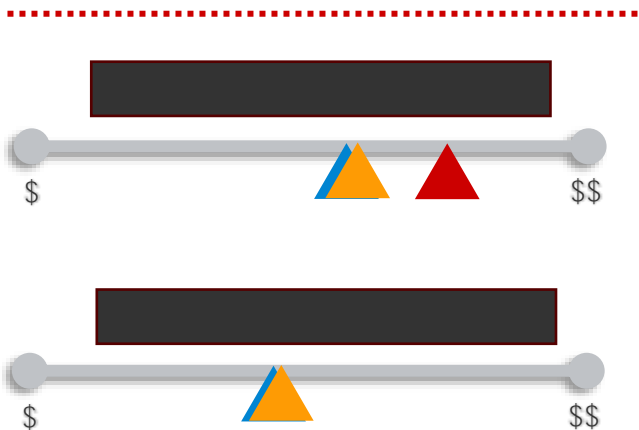
Ipsum Lorem	\$ 8.96
Ipsum Lorem Fee	\$ 0.12
Ipsum Fee (8%)	\$ 31.92
	\$ 41.00

<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

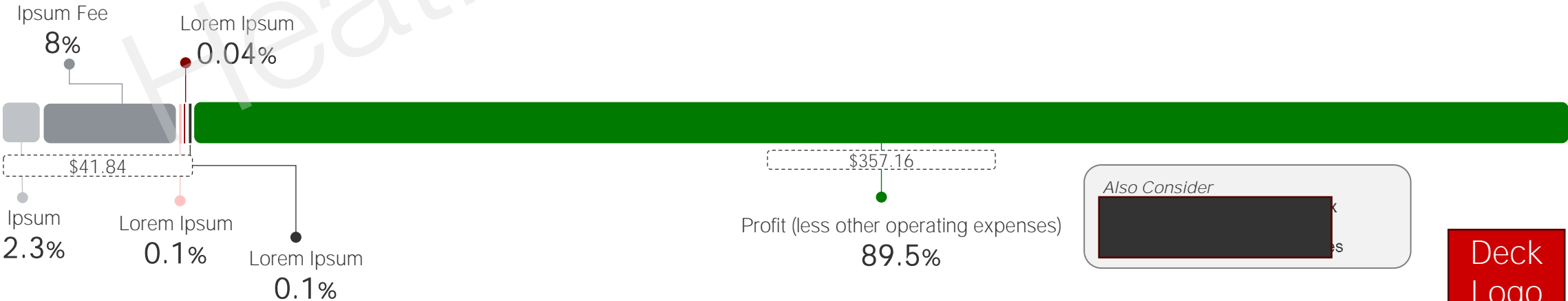
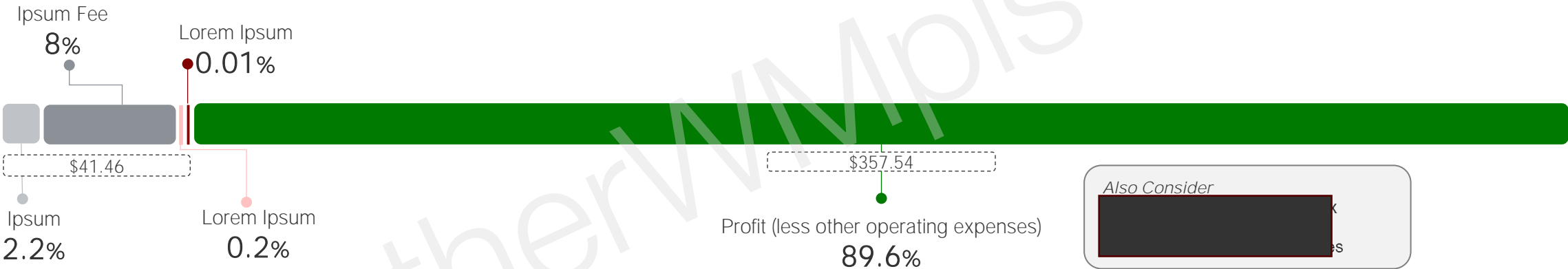
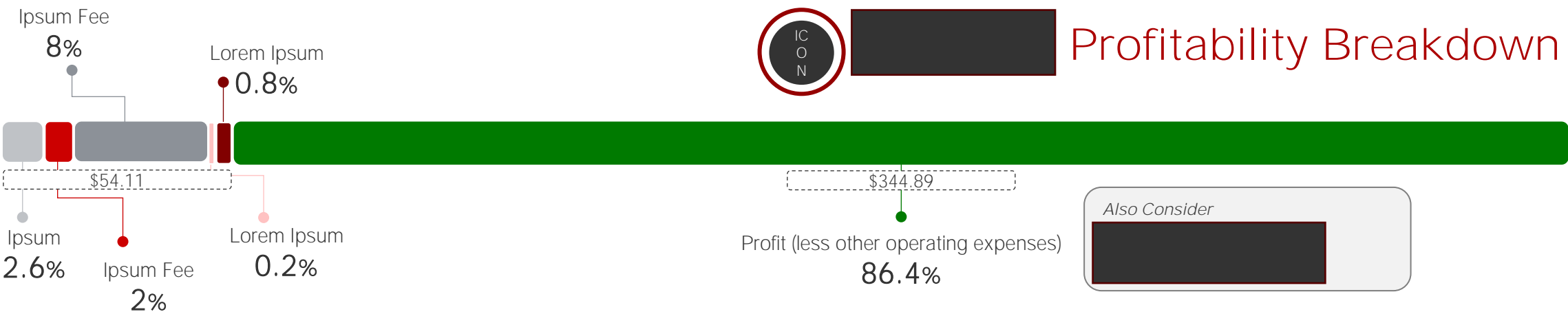
Total Cost Perception



Deck
Logo



Profitability Breakdown





Case Study:

Company

Considerations

Cost of Lorem Ipsum

- **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

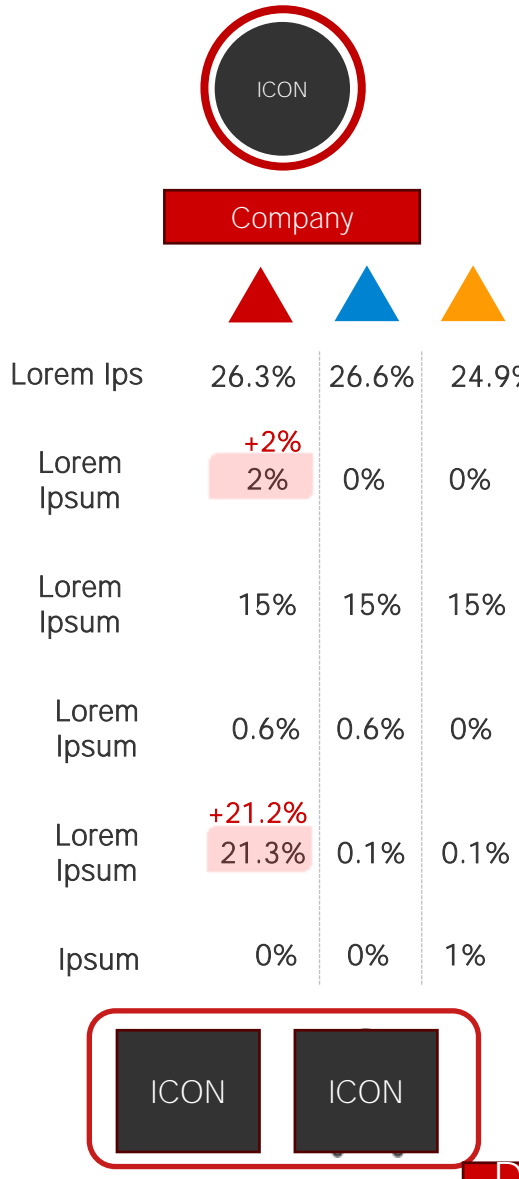
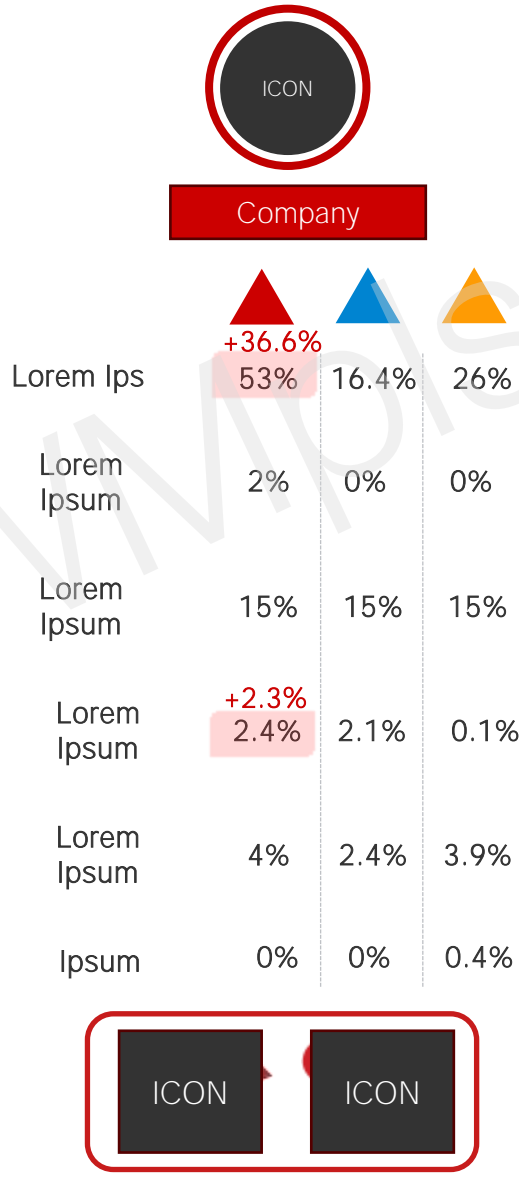
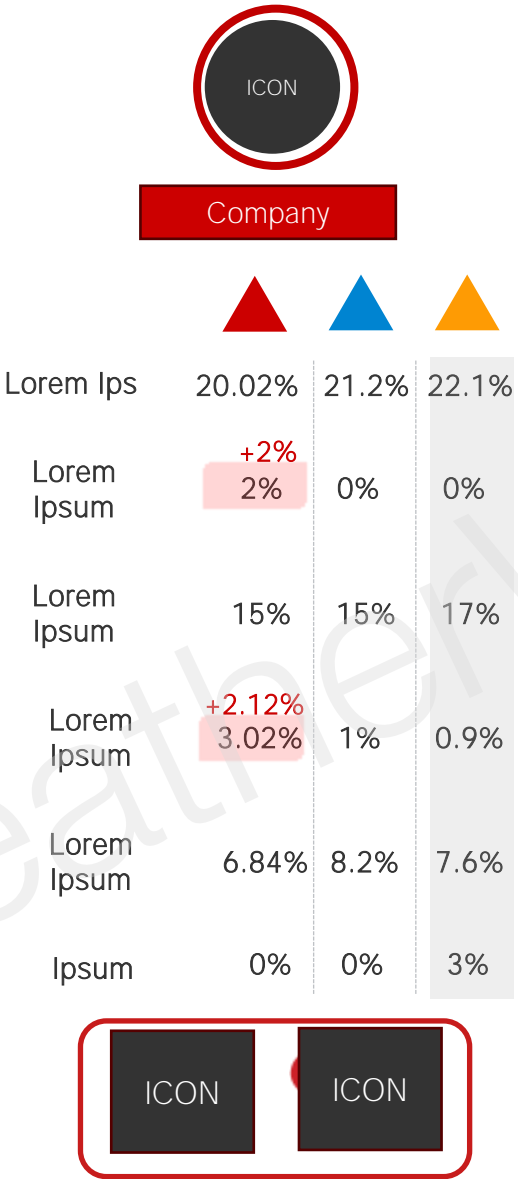
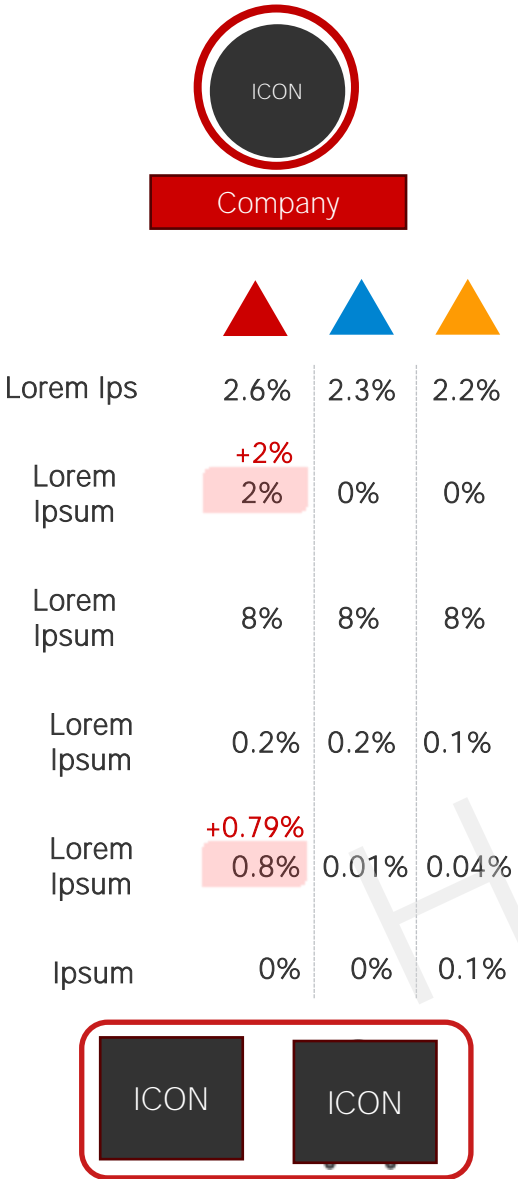
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Key Findings

Drawing conclusions from the research

Cost drivers:



Key Findings

Lorem Ipsum

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Lorem & Ipsum

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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?

