



PRICING PROPOSAL AND STRATEGY





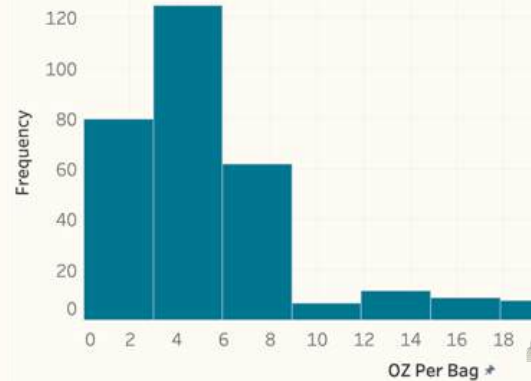
“Waste is not waste until wasted.”



**1.3 Billion Tons Waste
/ year**

Glance at the Market – Bag Size

Oz per bag Distribution from veggie chips on Amazon



5 OZ

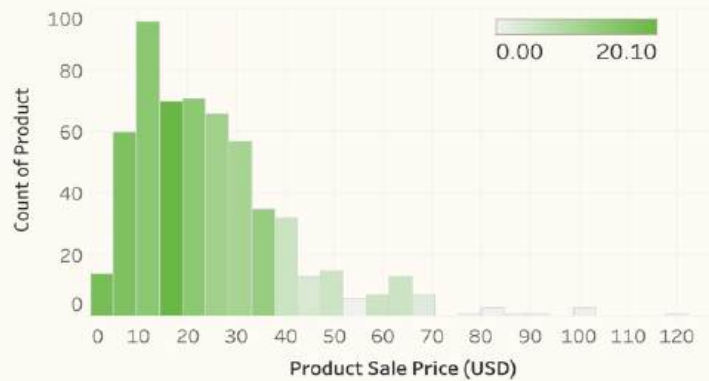


1.5 OZ

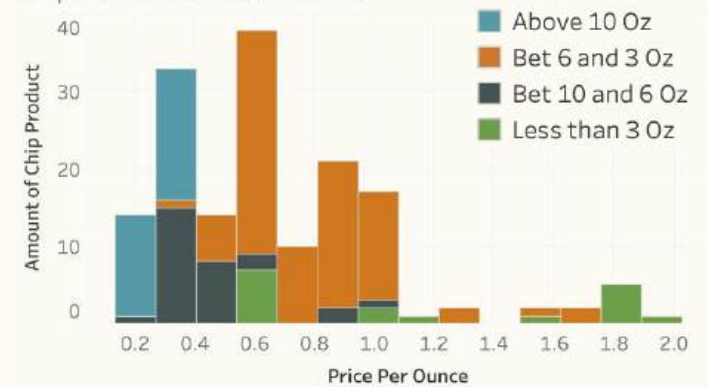


Glance at the Market - Price

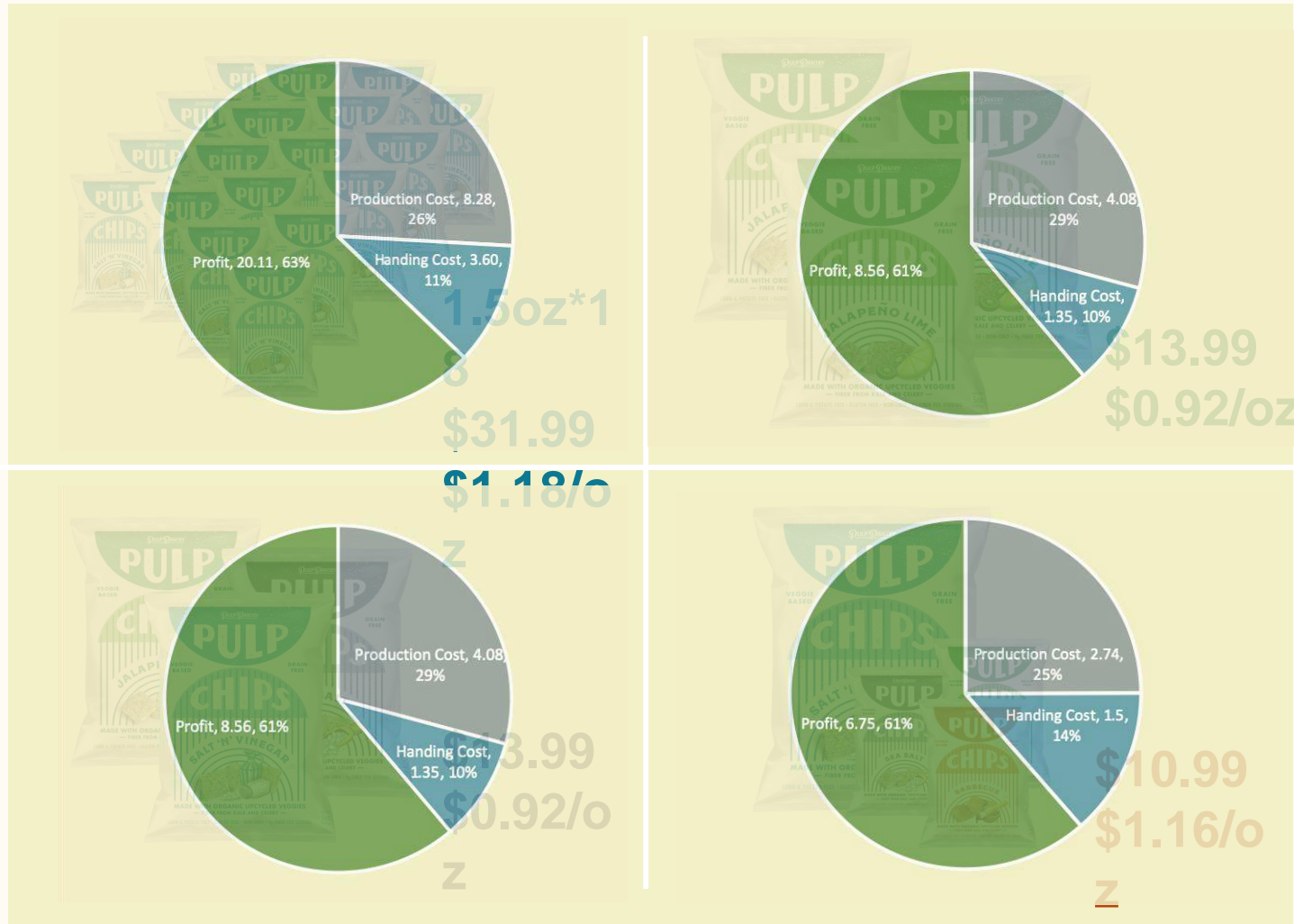
Veggie Chips Package Sales Price Distribution with Average Number of Reviews from Amazon



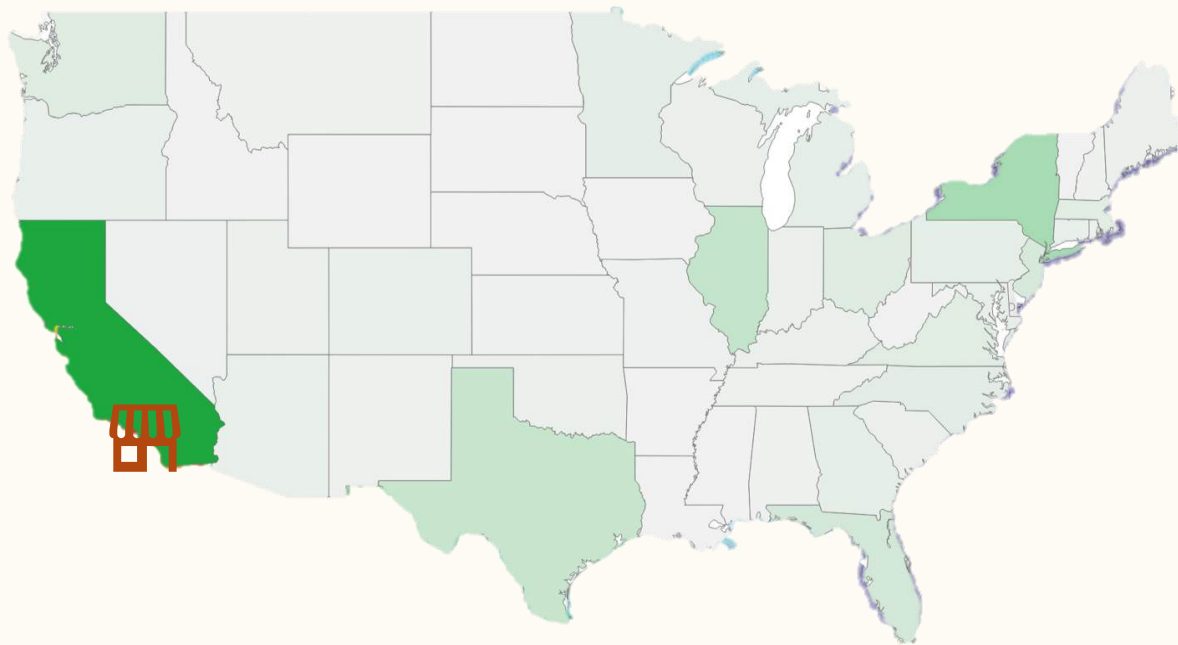
Price Per Ounce Distribution with Bag size from Veggie Chips on Wholefoods Market



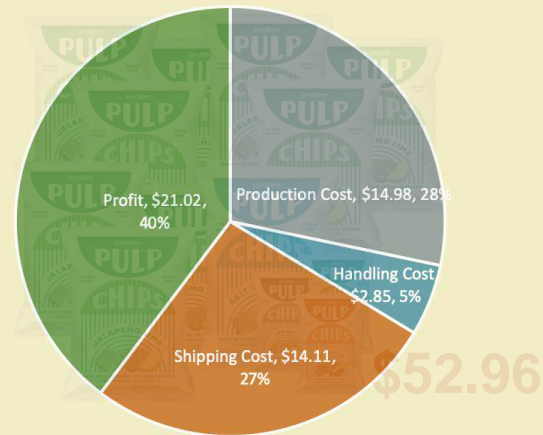
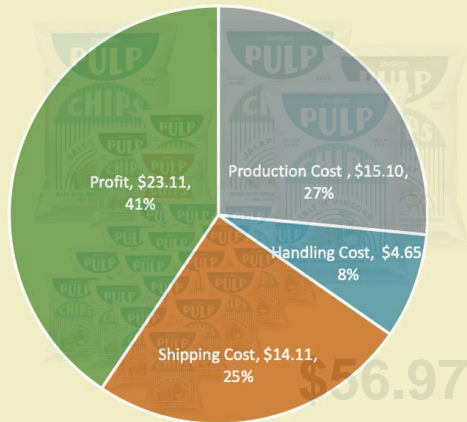
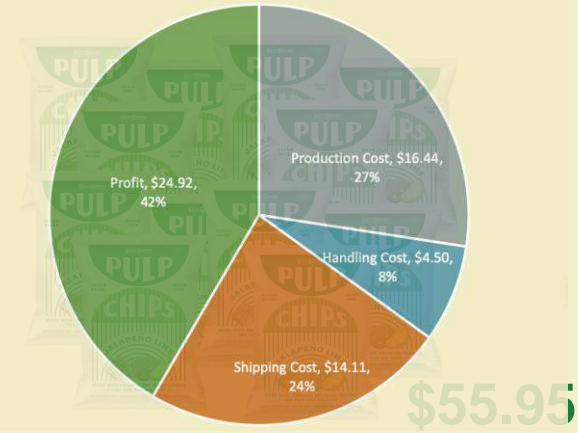
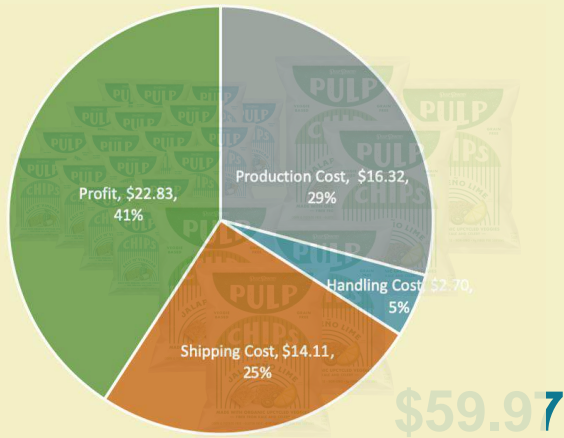
OUR PACKAGE



Shipping Zone and Granola Sales in US



50\$ SHIPPING FREE



Strategy for
increasing
wholesalers'
purchases

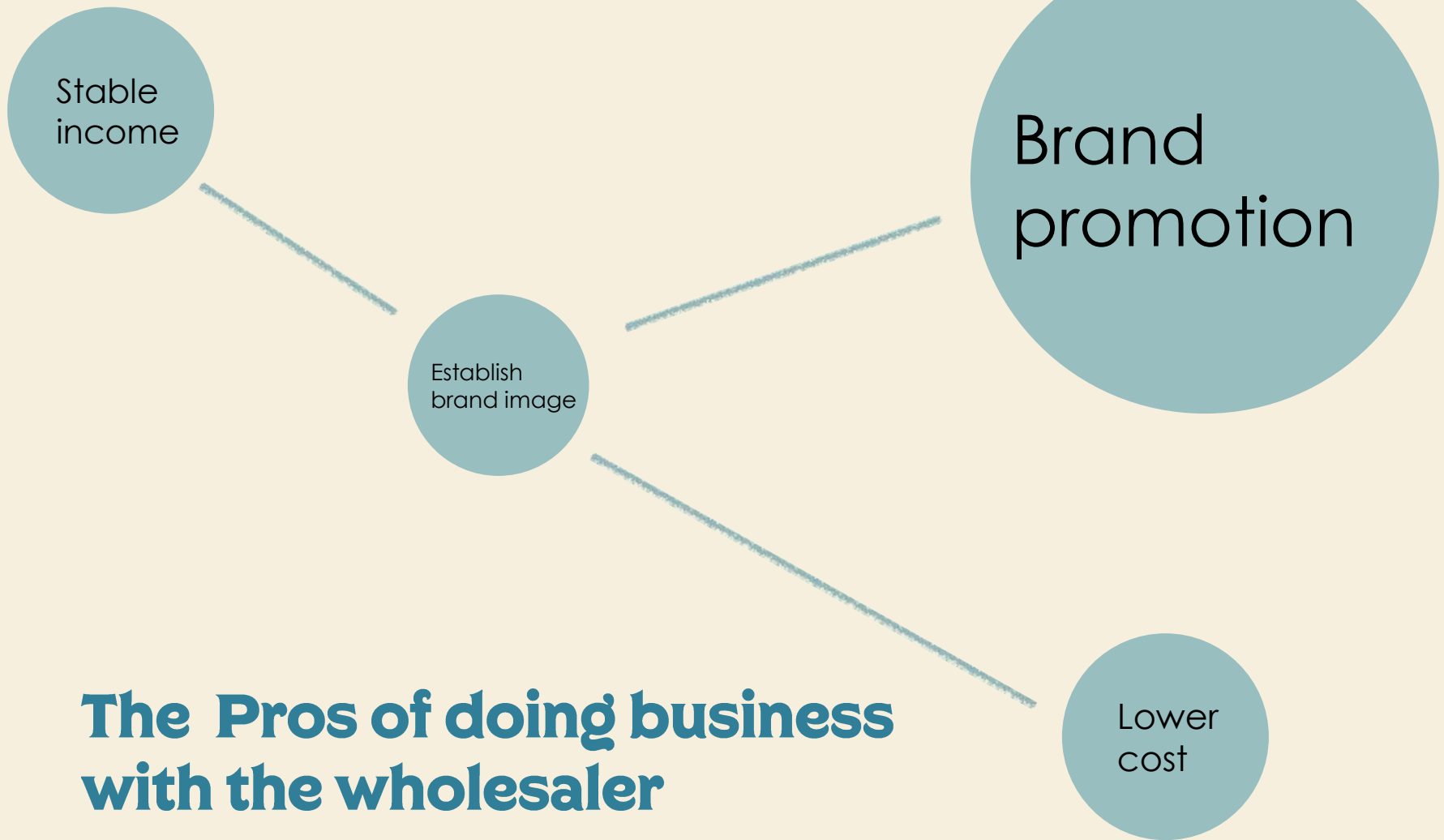




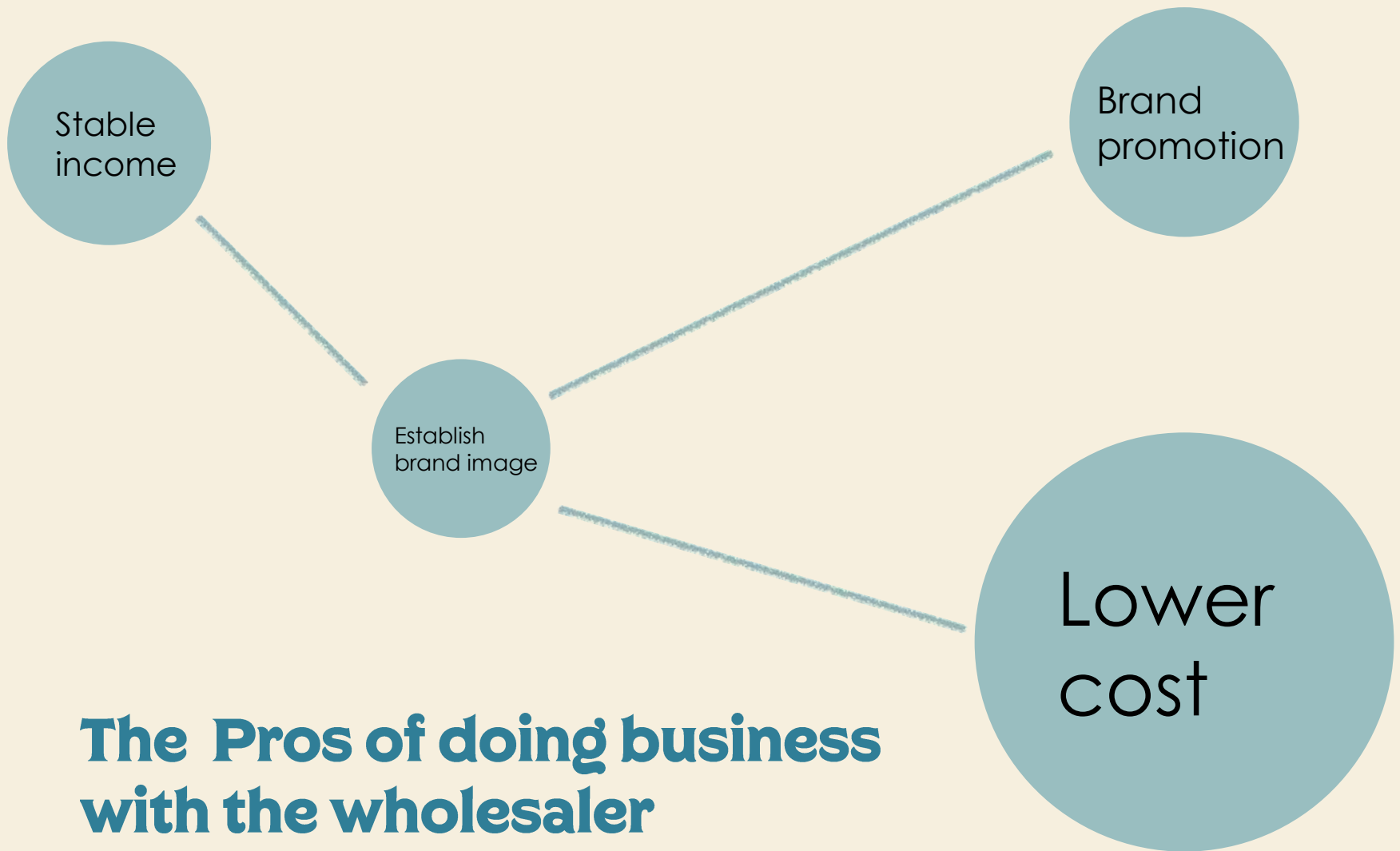
**The Pros of doing business
with the wholesaler**



The Pros of doing business with the wholesaler



The Pros of doing business with the wholesaler



The Pros of doing business with the wholesaler

Plan A

for Risk -averse small wholesaler



1.50Z x 35 bags

\$37.99/case & Shipping Free

Retail price must not be lower than \$2.49/bag

50% of retail profits will be paid to

Pulp Pantry as a

final payment

50Z
x 15 bags

\$44.99/case & Shipping Free

Retail price must not be lower than \$5.99/bag

50% of retail profits will be paid to Pulp Pantry as a final payment

Plan A

for Risk -averse small wholesaler



1.50Z x 35 bags

Profit Margin:

Sell more than one case in a single order, the PM will be no less than 47%

And if sell more than 3 cases once, the PM will be no less than 51%

Including shipping cost

50Z
x 15 bags

Profit Margin:

Including shipping cost

Sell more than one case in a single order, the PM will be no less than 40%

And if sell more than 4 cases once, the PM will be no less than 45%

Plan B

For Small-scale wholesalers with limited economic capacity

\$49.99/case BUT NO Shipping Free

~~Pay after delivery~~

~~Wholesalers only need to~~

~~settle the payment~~

~~within one month.~~

1.50Z x 35 bags

50Z x 15 bags

\$58.99/case

BUT NO Shipping Free

~~Pay after delivery! Wholesalers~~

~~only need to settle the payment within one month.~~

Plan B

For Small-scale wholesalers with limited economic capacity

\$49.99/case BUT NO Shipping Free

~~The Profit Margin would be~~

~~no less than 56%~~

~~No Matter how many cases~~

~~are sold in a single order~~

1.50Z x 35 bags

50Z x 15 bags

\$58.99/case

BUT NO Shipping Free

~~The Profit Margin would be no less than 56%~~

~~No Matter how many cases are sold in a single order~~

Variable Prices & Shipping Free

See Exhibit 1 for details.

To enjoy the member price, the customer needs to sign a contract of one year or more.

The contract will provide the parties with the relevant content of the liquidated damages

Plan C

for The Customers who are willing to sign a long-term contract with us (more than one year)

Variable Prices & Shipping Free

See Exhibit 1 for details.

Suppose a wholesale customer from the East Coast signs a one-year sales contract with us, buying 15 cases per month.

The annually net profit will be:

\$2050.68 For 1.5oz x 35bags

or

\$3074.4 For 5oz x 15bags

Plan C

for The Customers who are willing to sign a long-term contract with us (more than one year)

Exhibit I

Purchase quantity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
-------------------	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----

Member
Price/case
for 1.5oz x
35bags

43.7	40.7	39.7	39.2	38.9	38.7	38.6	38.5	38.4	38.3	38.3	38.2	38.3	38.1	38.1
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

Member
Price/case
for 5oz x
15bags

52.3	49.3	48.3	47.8	47.5	47.3	47.1	47	46.9	46.9	46.8	46.8	46.7	46.7	46.7
------	------	------	------	------	------	------	----	------	------	------	------	------	------	------

Price/case
For 1.5oz x
35bags

45.2	42.2	41.2	40.7	40.4	40.2	40.1	40	39.9	39.8	39.8	39.7	39.8	39.6	39.6
------	------	------	------	------	------	------	----	------	------	------	------	------	------	------

Price/case
For 5oz x
15bags

53.8	50.8	49.8	49.3	49	48.8	48.6	48.5	48.4	48.4	48.3	48.3	48.2	48.2	48.2
------	------	------	------	----	------	------	------	------	------	------	------	------	------	------

Plan D

Variable Prices

But NO Shipping Free

See Exhibit 1 for details.

Each price is \$1.5 higher than the member price.



Customers can enjoy a 10% discount on the second purchase.

New customers only

For budgeted or large
wholesalers
Who prefer variable prices

Exhibit I

Purchase quantity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
-------------------	---	---	---	---	---	---	---	---	---	----	----	----	----	----	----

Member
Price/case
for 1.5oz x
35bags

43.7	40.7	39.7	39.2	38.9	38.7	38.6	38.5	38.4	38.3	38.3	38.2	38.3	38.1	38.1
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

Member
Price/case
for 5oz x
15bags

52.3	49.3	48.3	47.8	47.5	47.3	47.1	47	46.9	46.9	46.8	46.8	46.7	46.7	46.7
------	------	------	------	------	------	------	----	------	------	------	------	------	------	------

Price/case
For 1.5oz x
35bags

45.2	42.2	41.2	40.7	40.4	40.2	40.1	40	39.9	39.8	39.8	39.7	39.8	39.6	39.6
------	------	------	------	------	------	------	----	------	------	------	------	------	------	------

Price/case
For 5oz x
15bags

53.8	50.8	49.8	49.3	49	48.8	48.6	48.5	48.4	48.4	48.3	48.3	48.2	48.2	48.2
------	------	------	------	----	------	------	------	------	------	------	------	------	------	------

Plan D

Variable Prices

But NO Shipping Free

See Exhibit 1 for details.

Each price is \$1.5 higher than the member price.



Customers can enjoy a 10% discount on the second purchase.

New customers only

For budgeted or large
wholesalers
Who prefer variable prices

Plan D

1.50Z x 35 bags

For the first order,

our profit margin will be no less than 53%

no matter how many cases are sold in a single order

For the second order with one-time discount price,

our profit margin will still be no less than 48%



For the first order, our PM will be no less than 52%

For the second order with a one-time discount, our PM will still be no less than 47%

50Z x 15 bags

For budgeted or large
wholesalers

Who prefer variable prices

Plan E

For First Purchase , Customers will enjoy a **new-customer-price**

1.5oz x 35bags :
\$42.99(~~\$45.99~~)/case

5oz x 15bags:
\$51.99(~~\$54.99~~)/case

But **not** shipping free



On the second purchase ,
the customer will enjoy
the free shipping policy
at the **original price.**

New customers only

**For budgeted or large
wholesalers
Who prefer Simple prices
& A Discount**

Plan E

For First Purchase , Customers will enjoy a **new-customer-price**

and the Profit margin will be:

- > 50% for 1.5oz x 35bags
- or
- >51% for 5oz x 15bags



On the second purchase ,
if sell more than 1 case in a single
order, the PM will be:

- > 33% for 15.oz x 35 bags
 - > 32% for 5oz x 15bags
-

On regular purchase,
the profit margin will be:

- > 54% for 1.5oz x 35bags
- > 53% for 5oz x 15bags

**For budgeted or large
wholesalers
Who prefer Simple prices
& A Discount**



MONTHLY SUBSCRIPTION

SUBSCRIBE





Why subscription?



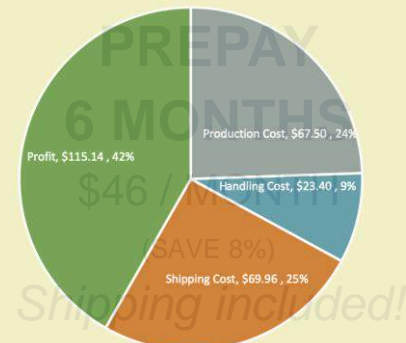
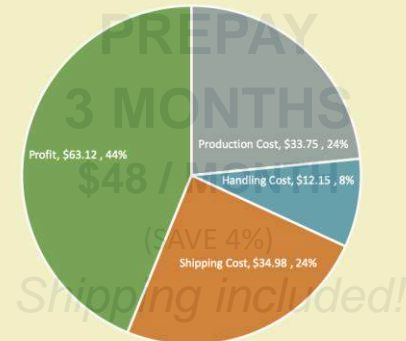
**Why customers
make
subscriptions?**



WHAT'S IN THE BOX?

Pulp Chips
Grain-Free Granola Bites
Cacao Crunch
Veggie Chips
Newly-Published Products
❖ 1.5oz X 25 bags/Month

CHOOSE YOUR SUBSCRIPTION PLAN



THANK YOU VERY MUCH, ANY QUESTIONS?

