

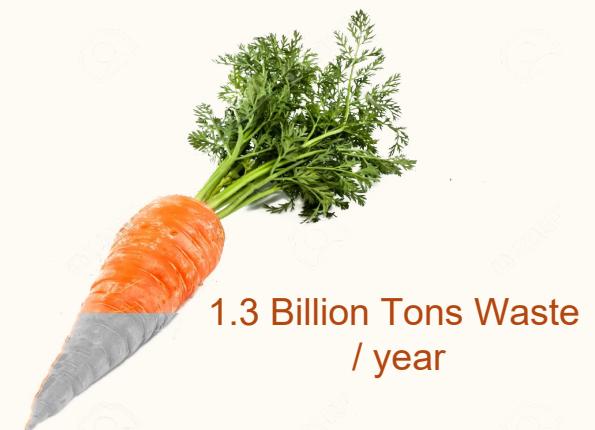


# PRICING PROPOSAL AND STRATEGY



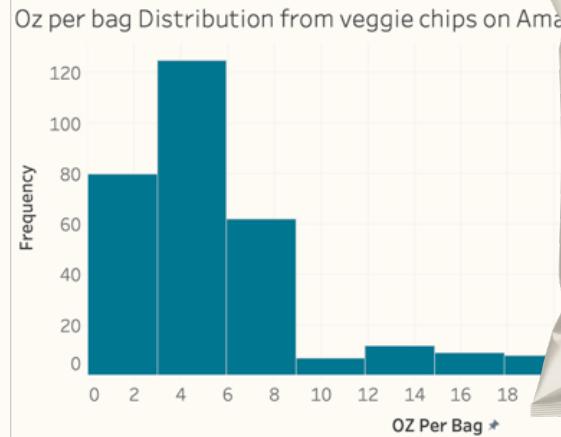


“Waste is not waste until wasted.”



1.3 Billion Tons Waste  
/ year

## Glance at the Market – Bag Size



5 OZ



1.5 OZ

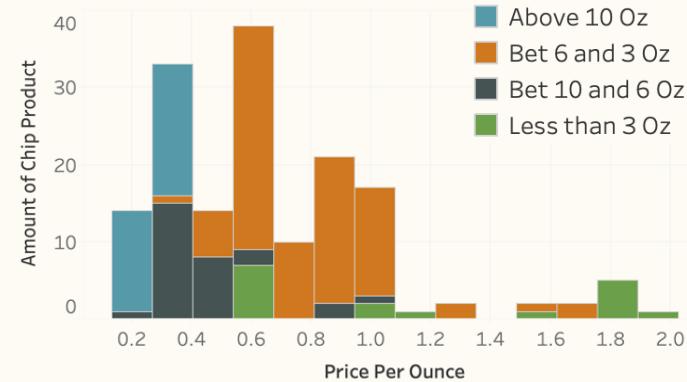


## Glance at the Market - Price

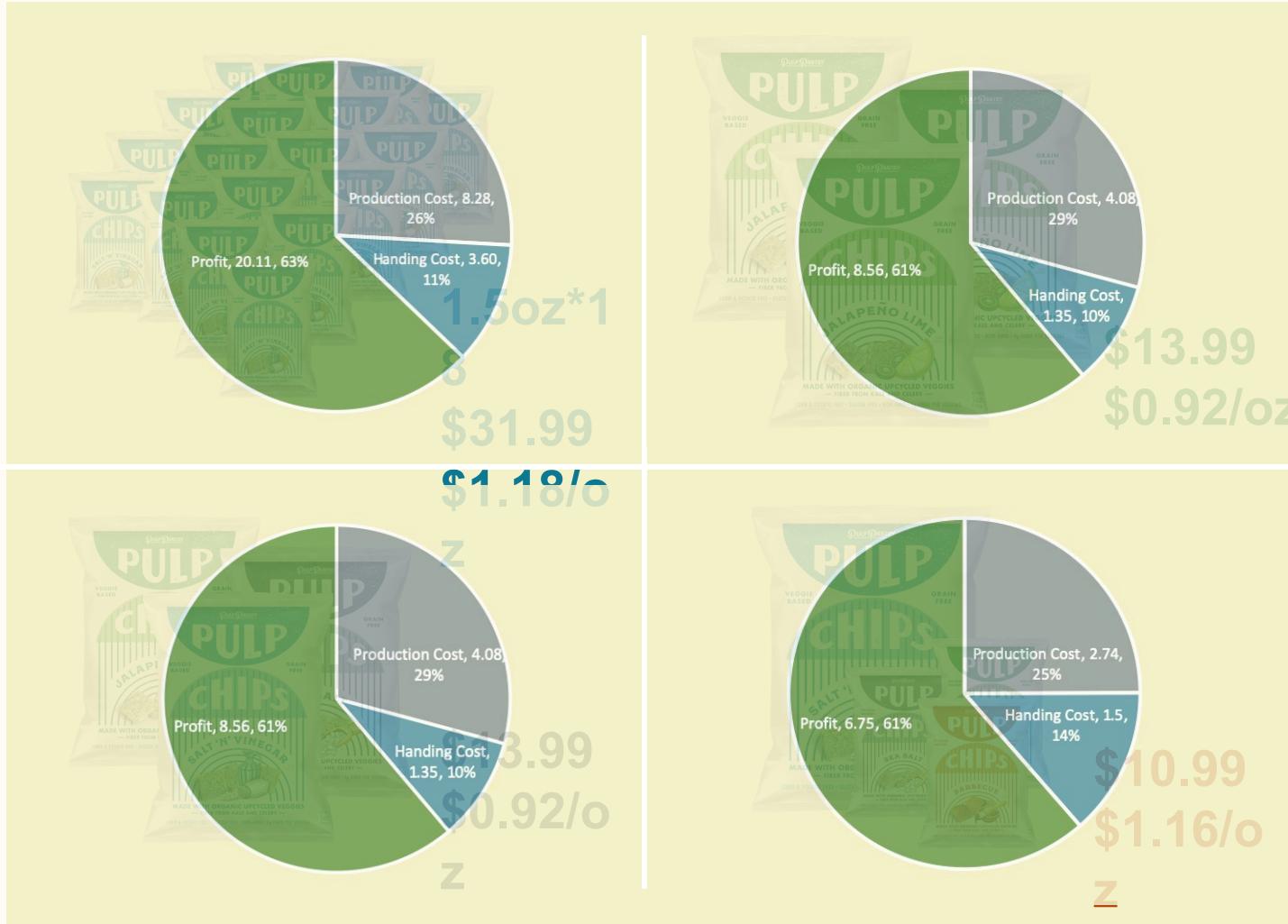
Veggie Chips Package Sales Price Distribution with Average Number of Reviews from Amazon



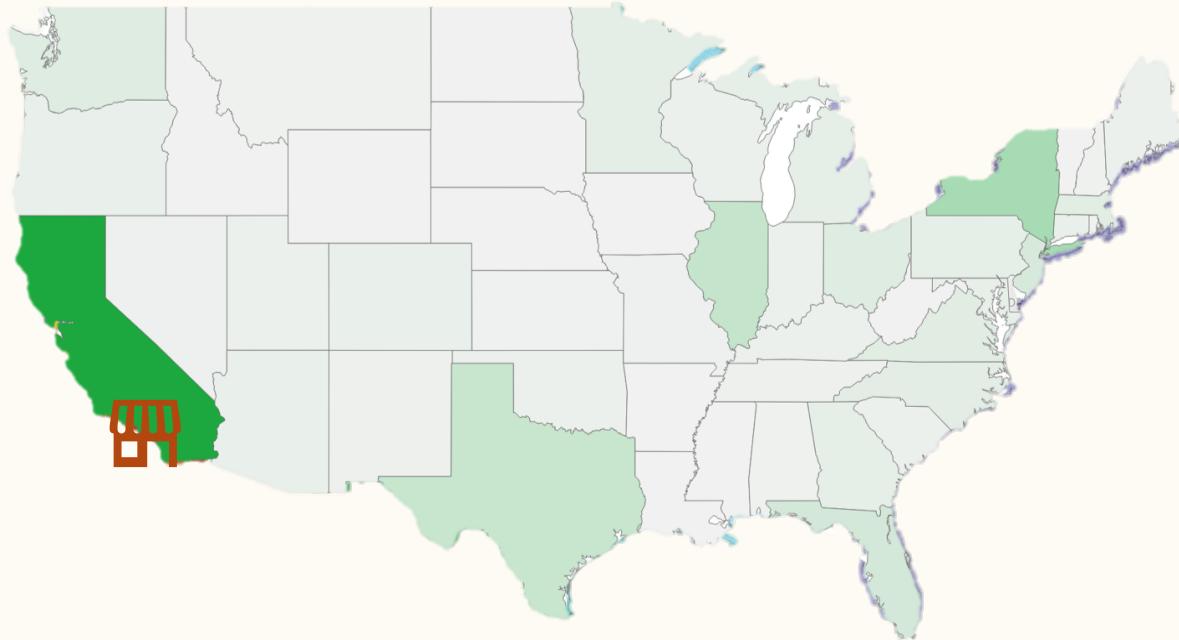
Price Per Ounce Distribution with Bag size from Veggie Chips on Wholefoods Market



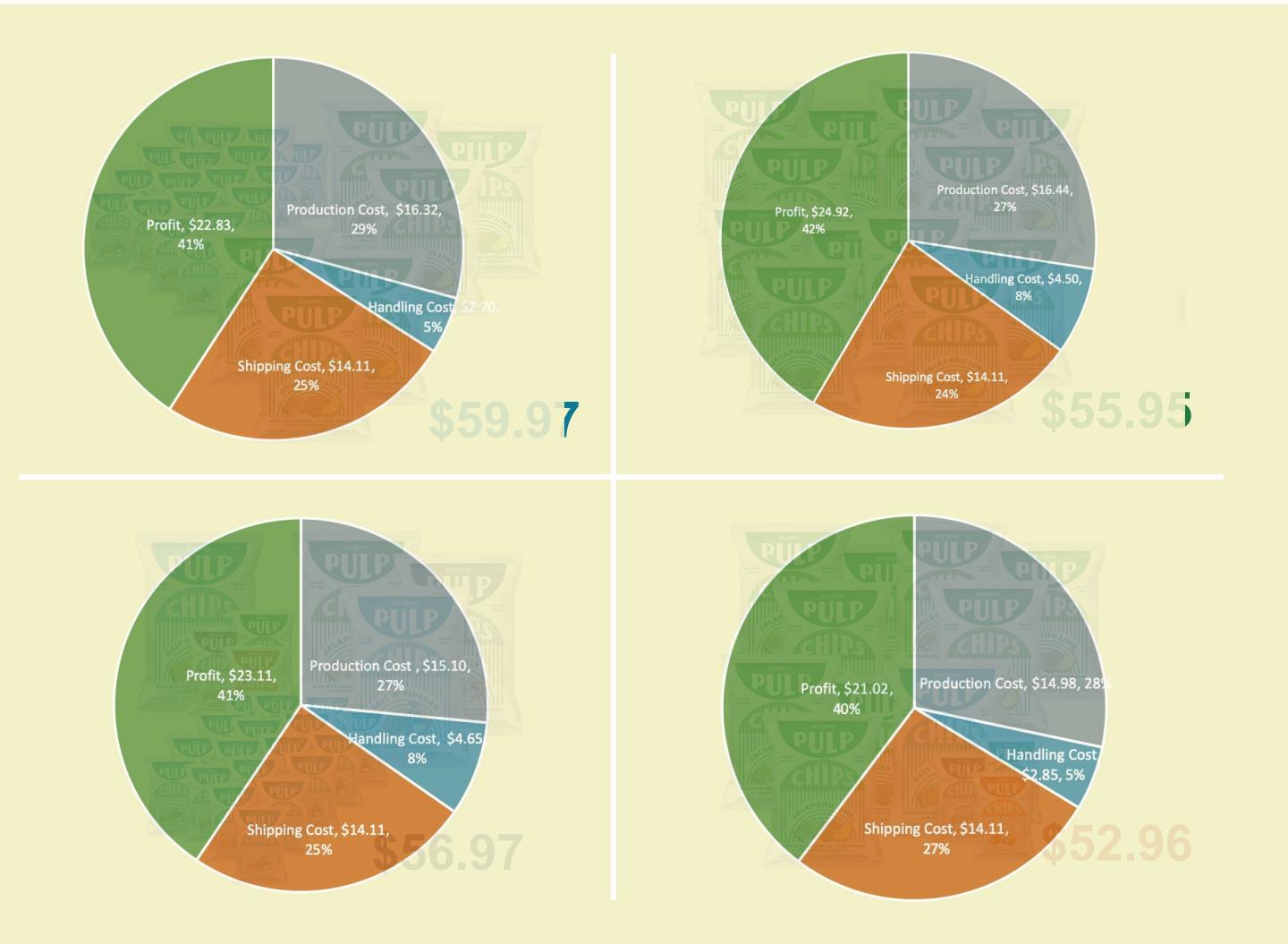
# OUR PACKAGE



# Shipping Zone and Granola Sales in US



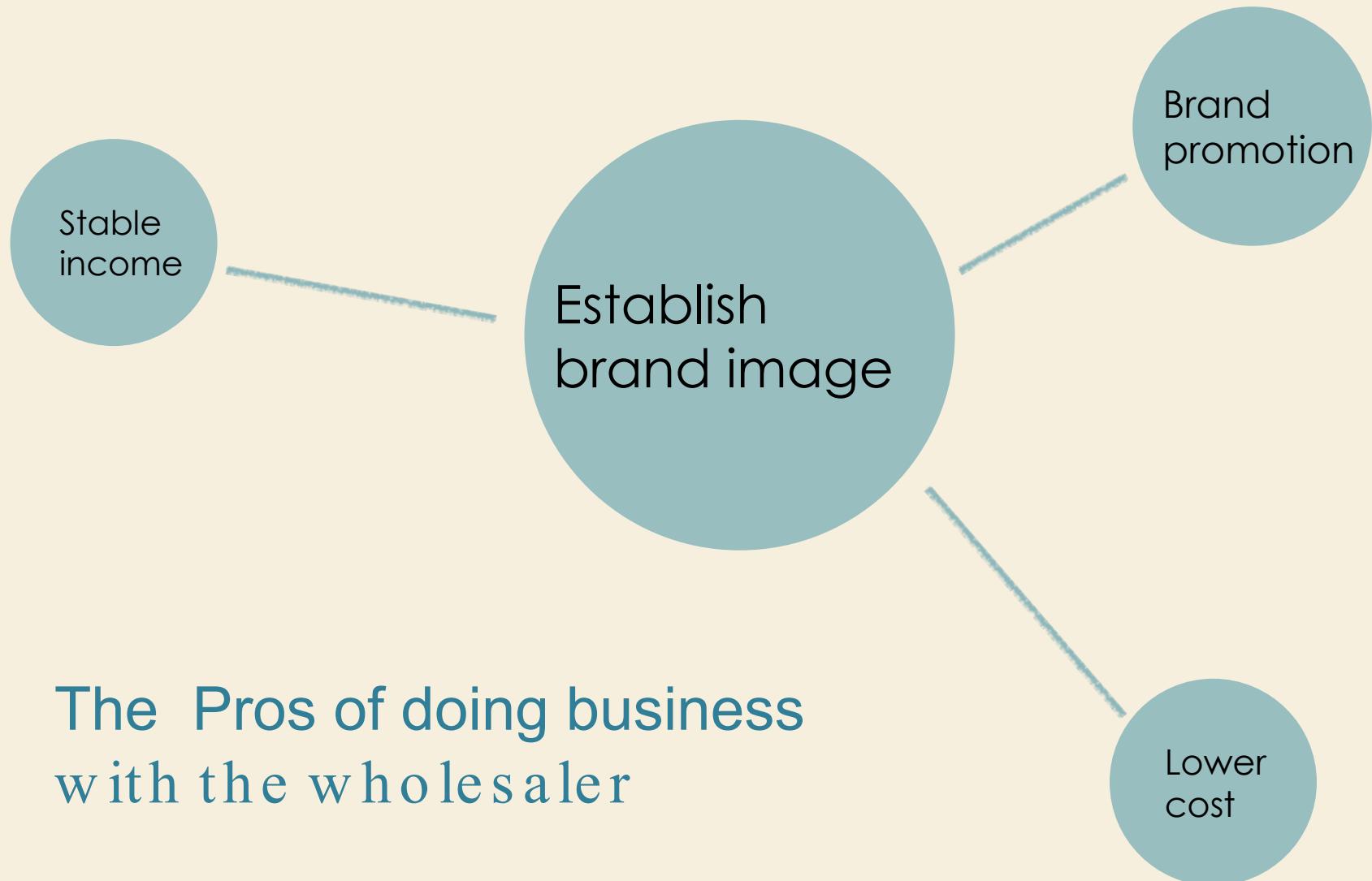
# 50\$ SHIPPING FREE



# Strategy for increasing wholesalers' purchases









The Pros of doing business  
with the wholesaler

Stable  
income

Brand  
promotion

Establish  
brand image

Lower  
cost

The Pros of doing business  
with the wholesaler

# Plan A

for Risk -aversive small wholesaler



1.5OZ 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

5OZ  
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 -aversive small wholesaler



1.5OZ 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

5OZ  
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

\$58.99/case

BUT NO Shipping Free

~~Pay after delivery!~~ Wholesalers

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

~~1.5oz x 35 bags~~

~~5oz x 15 bags~~

~~\$49.99/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

\$58.99/case

BUT NO Shipping Free

50Z x 15 bags

1.50Z x 35 bags

\$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

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

1.5OZ 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%

5OZ 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?

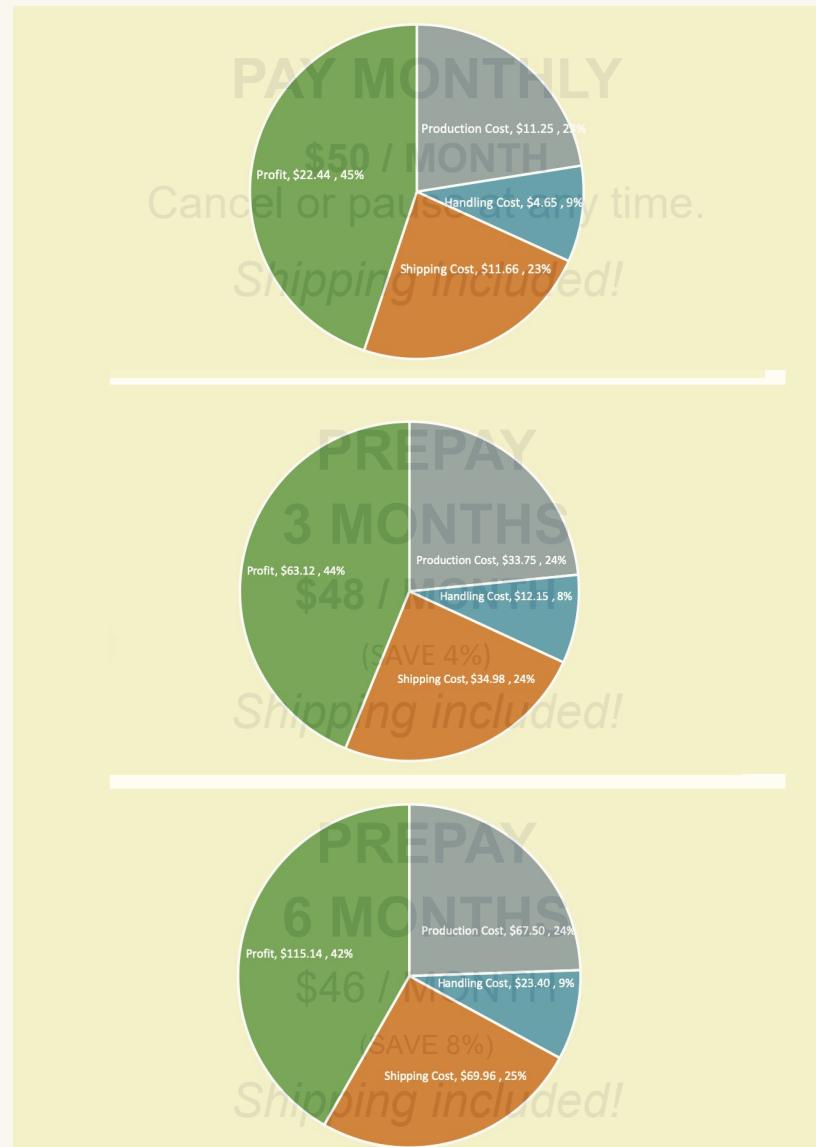


# WHAT'S IN THE BOX?

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?

