



# PRICING PROPOSAL AND STRATEGY





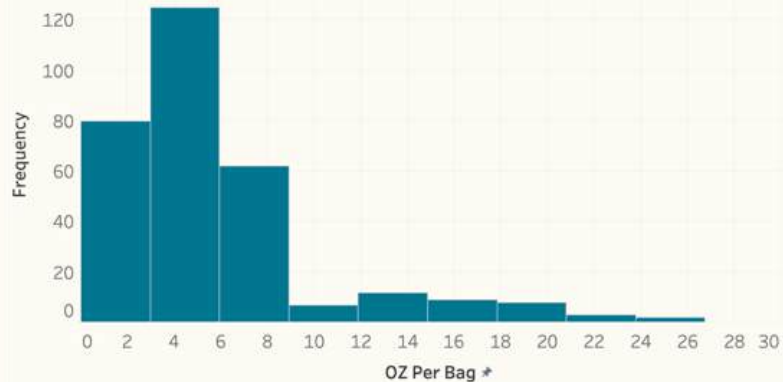
**“Waste is not waste until wasted.”**



**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

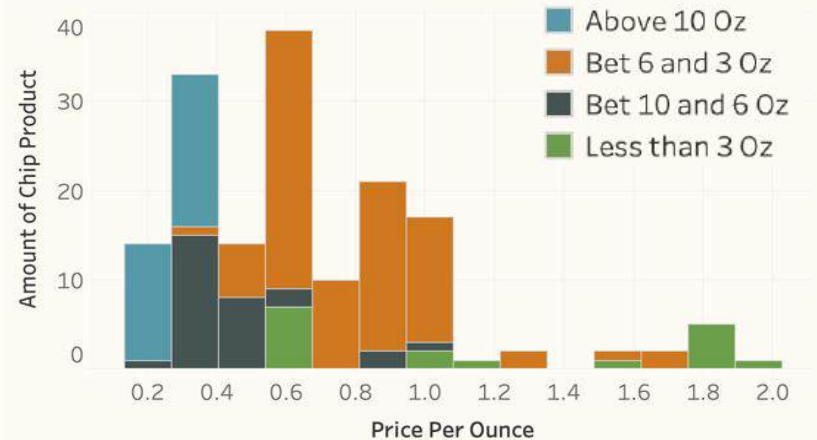
## Glance at the Market - Price



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



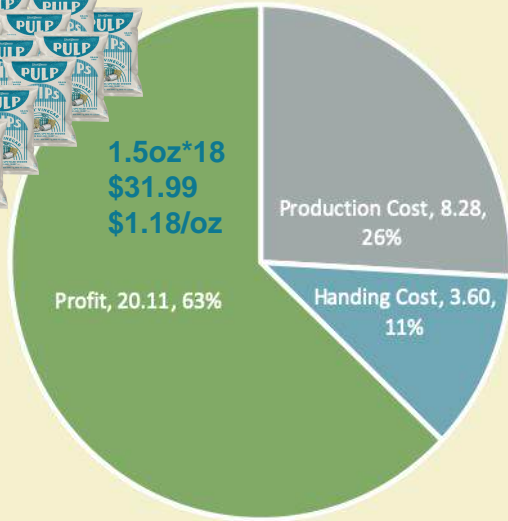
Price Per Ounce Distribution with Bag size from Veggie Chips on Wholefoods Market



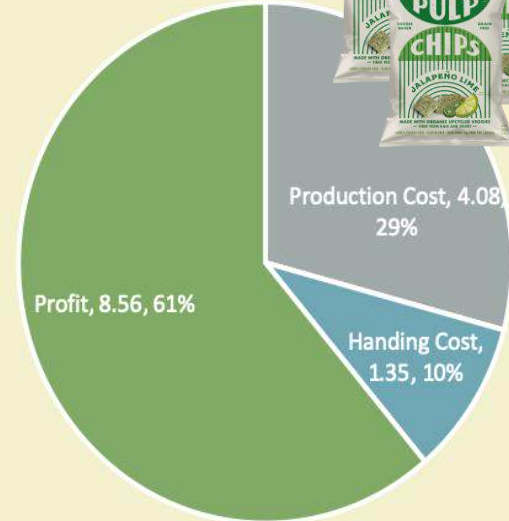
# OUR PACKAGE



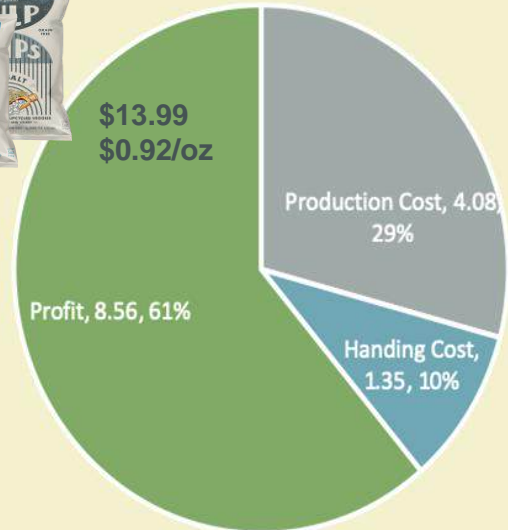
1.5oz\*18  
\$31.99  
\$1.18/oz



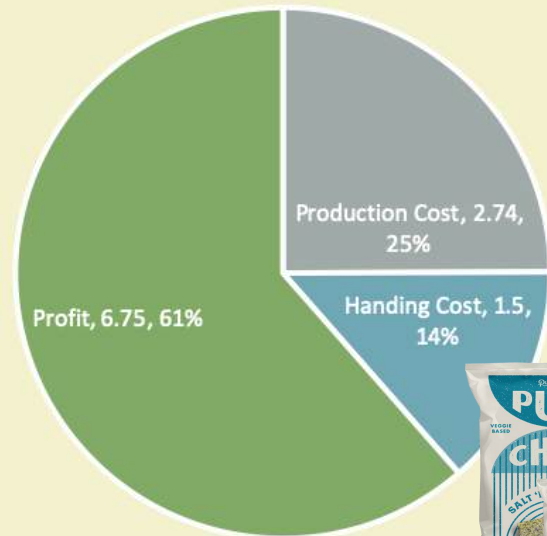
\$13.99  
\$0.92/oz



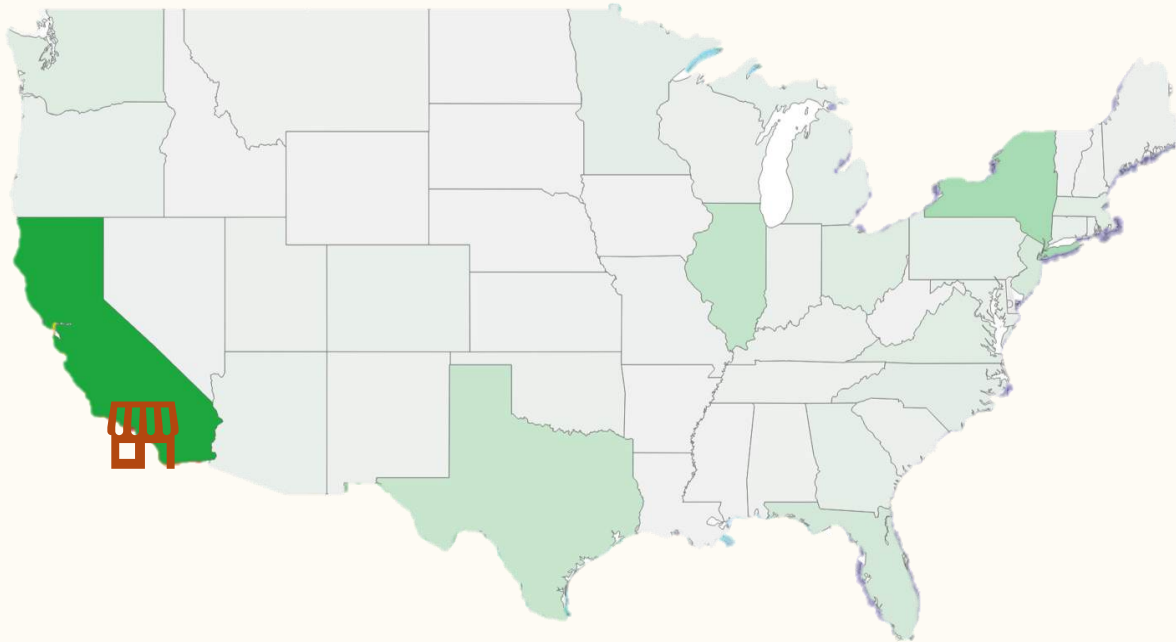
\$13.99  
\$0.92/oz



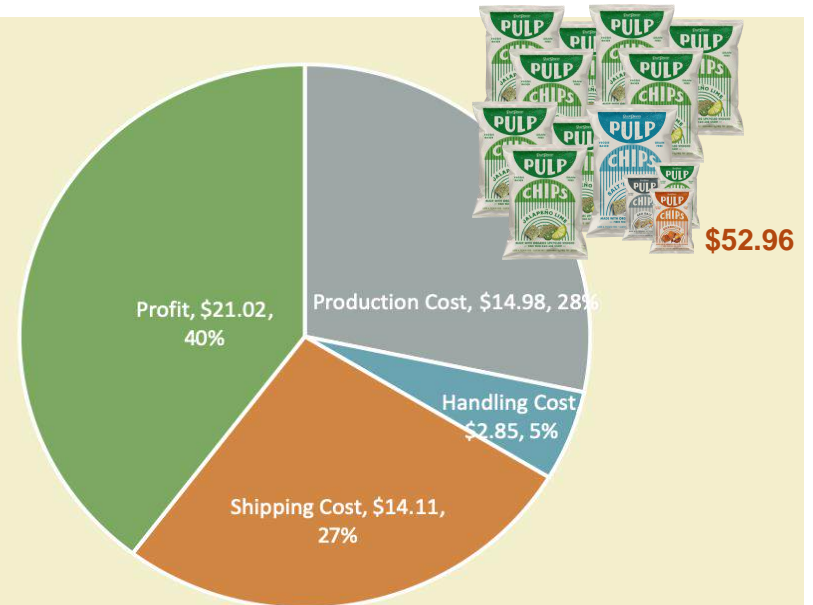
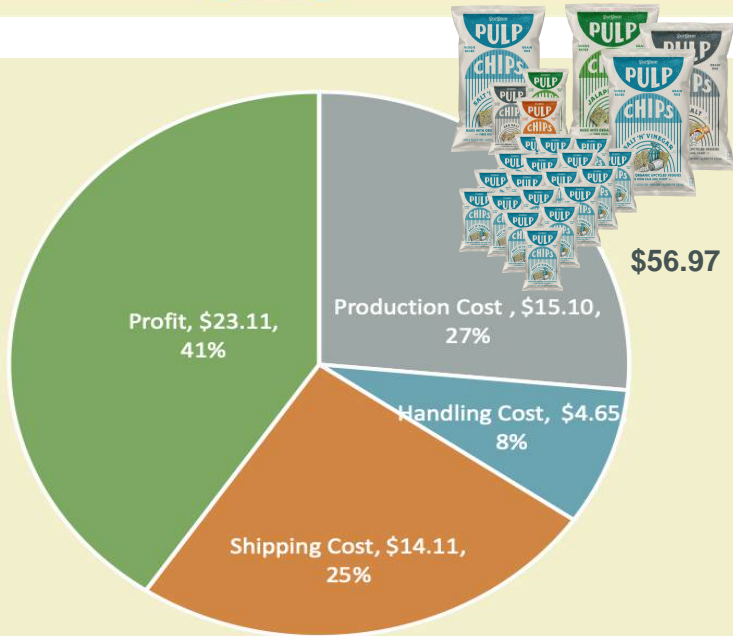
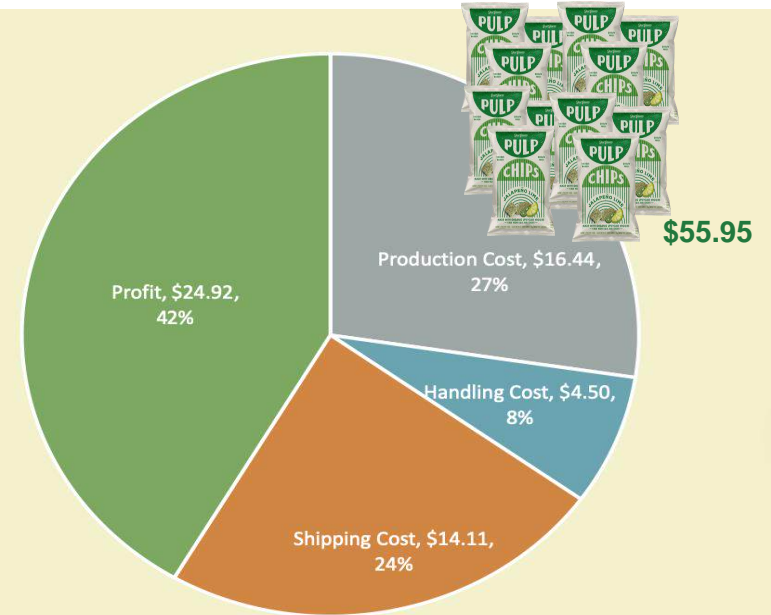
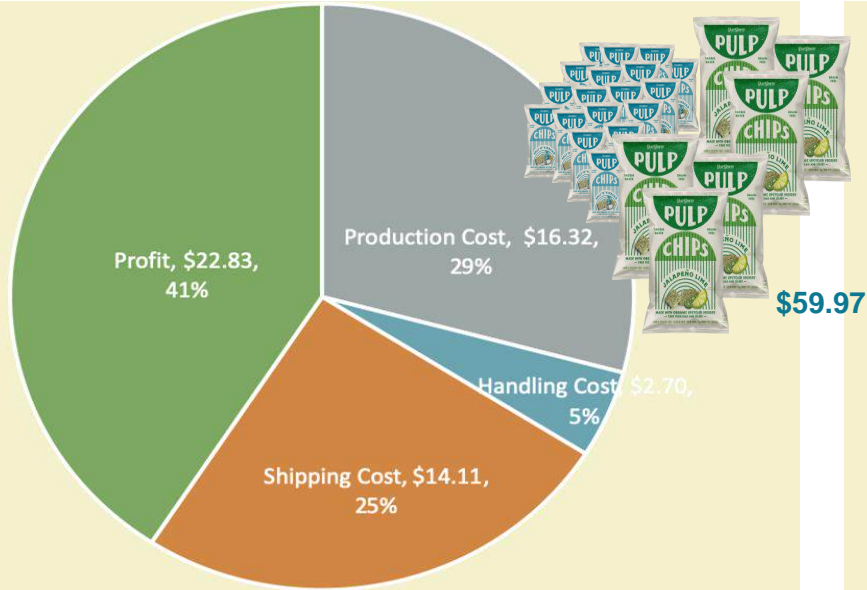
\$10.99  
\$1.16/oz



## Shipping Zone and Granola Sales in US



# 50\$ SHIPPING FREE





Strategy for  
increasing  
wholesalers'  
purchases



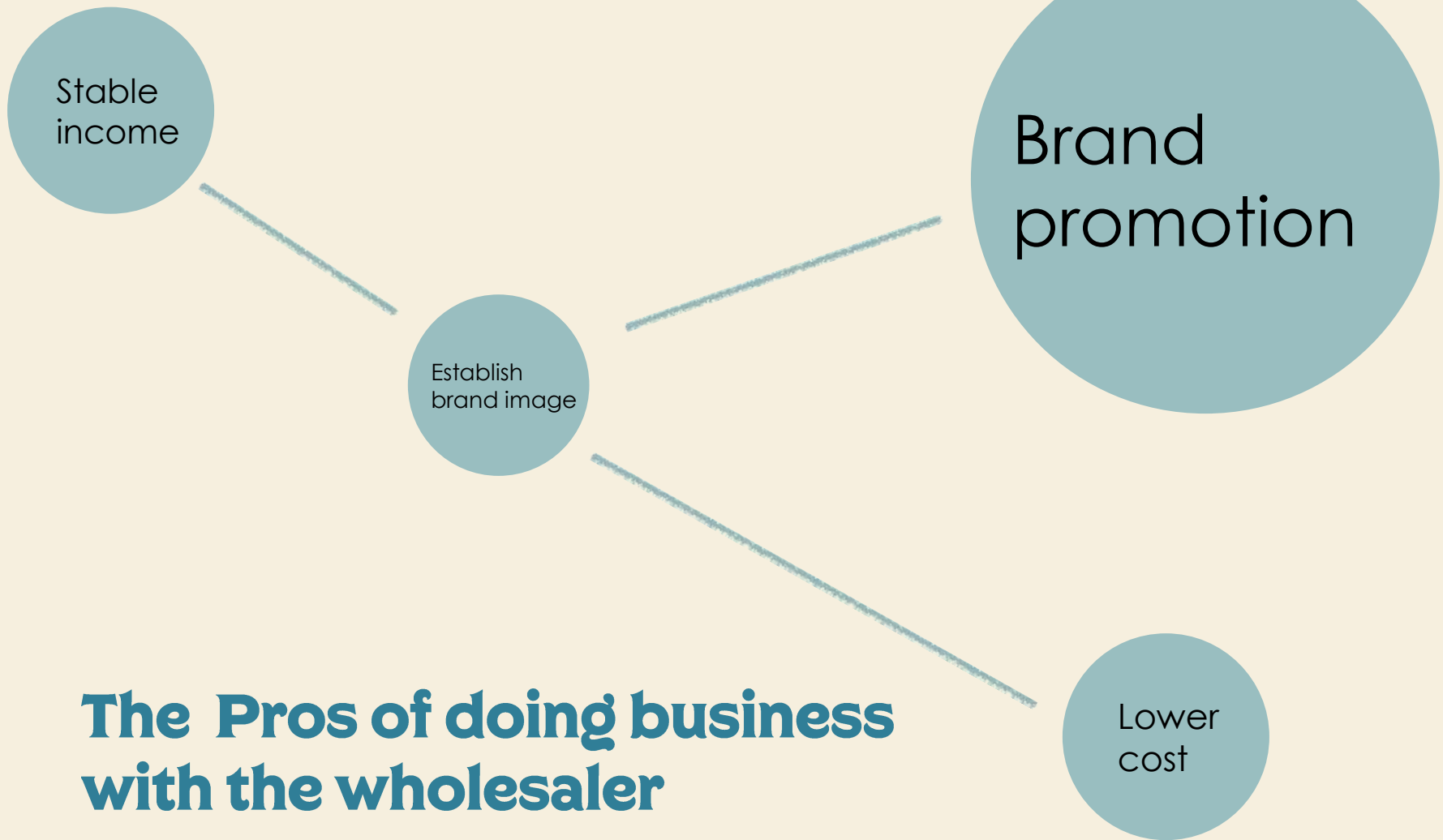




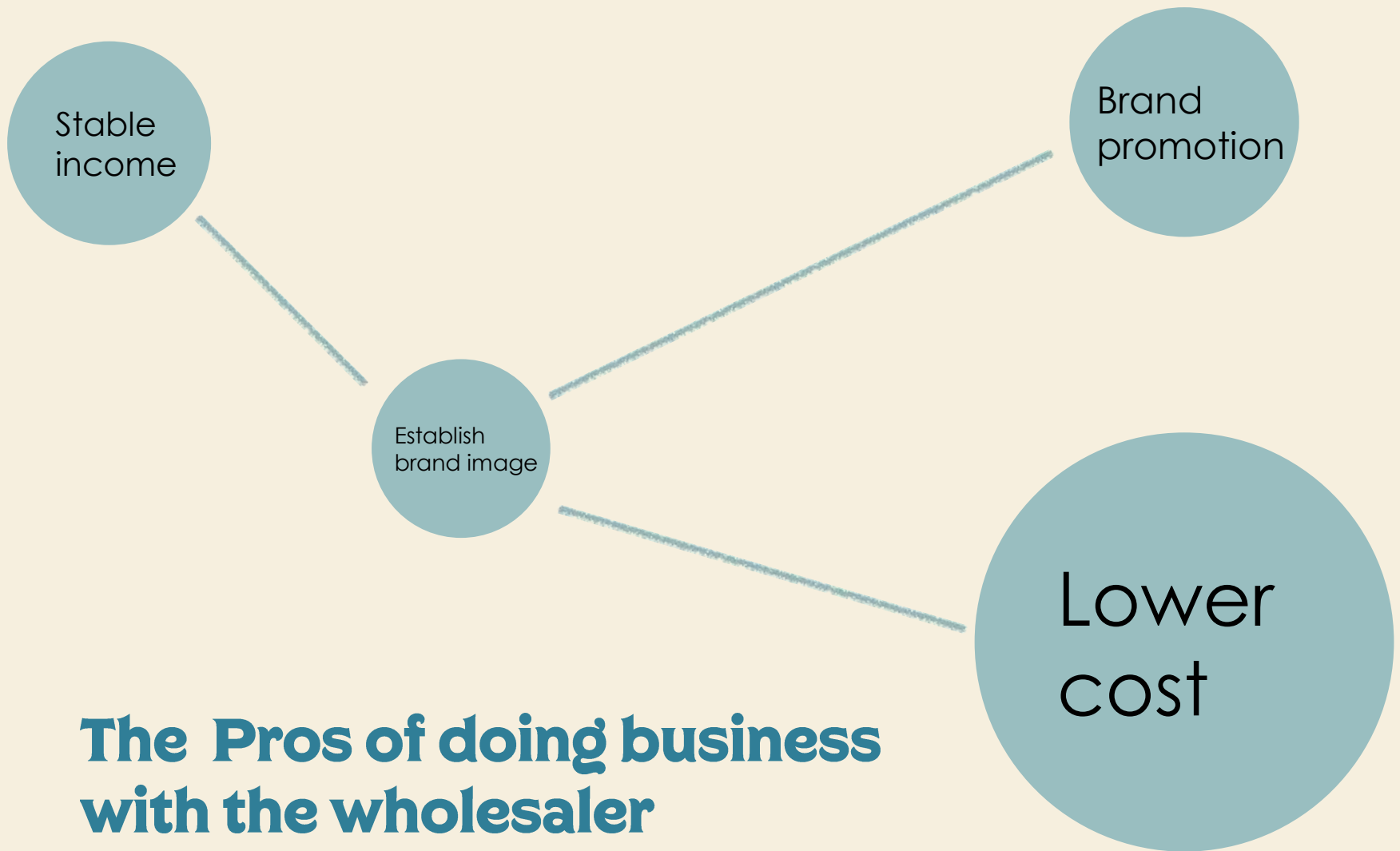
**The Pros of doing business with the wholesaler**



**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
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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

## PAY MONTHLY

**\$50 / MONTH**

Cancel or pause at any time.

*Shipping included!*

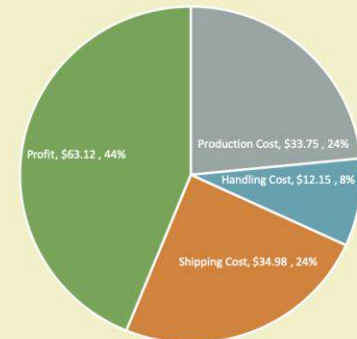


## PREPAY 3 MONTHS

**\$48 / MONTH**

(SAVE 4%)

*Shipping included!*



## PREPAY 6 MONTHS

**\$46 / MONTH**

(SAVE 8%)

*Shipping included!*



**THANK YOU VERY MUCH, ANY QUESTIONS?**

