

PRICING

\$55/\$35

WHOLESALE

\$110/\$70

RETAIL

\$55/\$35

GROSS MARGIN



SALES CALCULATION

1.15%
SPORTS
CONVERSION RATE



1.56%
STUDENTS
PURCHASE



2.19%
CLOTHING
CONVERSION RATE



SOURCE: [HTTPS://WWW.BIGCOMMERCE.COM/BLOG/PROMOTIONAL-MARKETING/#WHAT-IS-PROMOTIONAL-MARKETING](https://www.bigcommerce.com/blog/promotional-marketing/#what-is-promotional-marketing)

ESTIMATED SALES

50 ADULT/WEEK
10 YOUTH/WEEK



13 WEEK
BASKETBALL
SEASON



650 ADULT
130 YOUTH



PROJECTED COST

\$55/\$35
ADULT/YOUTH

\$41,065
TOTAL



	Units	Cost	Total
Jerseys	650	\$55	\$35,750
	130	\$35	\$4,550
			\$40,300
	Impressions	Clicks	
Advertising	\$275	\$490	\$765
		Total	\$41,065

ROI

\$80,600 REVENUE OVER 13 WEEKS

\$39,535 PROFIT

95.54% ROI



	Units	Price/Cost	Total
Sales			
Adult	650	\$110	\$71,500
Youth	130	\$70	\$9,100
		Total	\$80,600
Unit Costs			
Adult	650	\$55	\$35,750
Youth	130	\$35	\$4,550
		Total	\$40,300
Gross Profit			\$40,300
		Impressions	Clicks
Advertising Costs	\$ 275	\$ 490	\$ 765
Net Profit			\$39,535