

# WonderGirls Makeup Product Pricing

	Neutrogena			Fresh	
	lip gloss	blush	Eyeshadow	Lip gloss	Blush
Competitors Price	\$7.99/0.12oz	\$11.49/0.2oz	\$17/0.07oz	\$15/0.24oz	\$28/0.32oz
Competitors Price/oz	66.58	57.45	242.00	62.50	87.50
Industry Margin	12.40%	12.40%	12.40%	12.40%	12.40%
Competitors Cost/oz	58.33	50.33	211.99	54.75	76.65

	Lip Gloss	Blush	Eyeshadow	PACK
Avg. competitors cost(\$/oz)	56.538792	63.4881	211.992	
Wondergirls Size(oz) ( B2C )	0.12	0.14	0.05	
Wondergirls Size(oz) ( B2B )	0.36	0.42	0.15	
Wondergirls Cost(\$ ) ( B2C )	6.78465504	8.888334	10.5996	26.27258904
Wondergirls Cost(\$ ) ( B2B )	20.35396512	26.665002	31.7988	78.81776712
Wondergirls Margin	13.5%	13.5%	13.5%	13.5%
W Price (B2C)	7.843531838	10.27553064	12.25387283	30.37293531
W Price (B2C)				30.37
Suggesting Retail Price ( 1+20% )				36
W Price (B2B)	23.53059551	30.82659191	36.7616185	
W Price (B2B)	24	31	37	91

Cost StructureR		evenue Created	Revenue Share	
Sales in volumn of Q1 B2C	9690840	294339256.4	97%	
Sales in volumn of Q1 B2B	103638.15	9443384.476	3%	
Total Revenue of Q1	303782640.9	303782641	100%	
Variable Cost	industry % of Revenue	Cost/set	Cost in total	
Direct Material& Variable manufacturing overhead B2C	47%	14.27527959	138339450.5	
Direct Material& Variable manufacturing overhead B2B	47%	42.82583878	4438390.704	
Fixed Cost				
Rent&Utilities	5%		15189132.04	
Wages	6.6%		20049654.3	
Marketing	11.5%		34935003.7	
Depriciation	3.2%		9721044.508	
Other	13.20%		40099308.59	
Margin	13.5%		41010656.52	
				303782640.9
Total	100.00%		303782640.9	

Payback Estimation				
Total Fixed Cost	119994143.1			
Unit Contribution B2C	16.10			
Unit Contribution B2B	48			
	Separately	Adjusted BE Volumn	Forecasted Sales Volumn	Difference(A-F)
BE-Volumn B2C	7454137.75	7222418.491	9690840	-2468421.509
BE-Volumn B2B	2484712.583	77239.7533	103638.15	-26398.3967