

CONFIDENTIAL - COG / MARGIN SHEET

Lacquer Bottles COG	
Bottle	\$0.10
Brush	\$0.01
Bulk	\$0.15
Spins(2)	\$0.01
Cap	\$0.25
Total	\$0.52

Display	
Overall Display Cost	\$4,200.00
Minimum Order Quantity	1,200
Price per ea display	\$3.50

Overall Display Breakdown In Cost & Production		
Amount of bottles in a display	12	\$6.24
Amount of displays	1	\$3.50
Amount of chip boxes @ 1 per 3btl & \$0.15 ea	4	\$0.60
Master Pack @ 1 @ \$1.00 ea	1	\$1.00
Total Cost of Display @ ea		\$11.34
Overhead	25%	\$2.84
Total Cost for product		\$14.18

Distributor Margin & Price	
Total Cost for product	\$14.18
Distributor Cost for product	\$24.99
Margin	43%

Salon Margin & Price	
Total Cost for product	\$14.18
Salon Cost for product	\$49.99
Margin to manufacturer if sold to Salon	72%
Margin to distributor if sold to Salon	50%

Salon Profit	
MSRP per bottle ea	\$6.99
MSRP total per display	\$83.88
Overall Profit by Salon	\$33.89
Overall Margin Profit by Salon	40%

Manufacturing Profit	
Total Profit if all units sold to distributor	\$12,978.00
Total Profit if all units sold to salon	\$42,978.00

CONFIDENTIAL - PnL

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CONFIDENTIAL - P&L Fall Color Collection

Net Sales	\$31,864.25
Cost of goods	-\$17,016.00 *Includes overhead of 25%
Marketing	-\$4,420.90
Total Profit/Loss	\$10,427.35