

List Price = \$12.50

Trade Discounted at \$7.50

Average Commission -  $7\frac{1}{2}\%$  (57¢)

|  | A      | B      | C      | D      |  |
|--|--------|--------|--------|--------|--|
| Buy at   | \$5.50 | 1/3    | 1/4    | 1/5    |  |
| Buy at   | \$5.50 | \$4.17 | \$3.13 | \$2.50 |  |
| Commission   | .57    | .57    | .57    | .57    |  |
| Advertising & Promotion  | .43    | .21    | .43    | .43    |  |
| Handling -<br>Billing, Packing &<br>Storage  | 1.00   | 1.00   | 1.00   | 1.00   |  |
| Immediate Costs  | 6.50   | 5.95   | 5.13   | 3.50   |  |
| <hr/>  |        |        |        |        |  |
| Gross for all<br>Else: <i>overhead =</i><br><i>Building,</i><br><i>Salaries,</i><br><i>Travel</i><br><i>correspondence,</i><br><i>services -</i><br><i>etc, etc.</i> | 1.00   | 1.55   | 2.37   | 4.00   |  |