

SPECIALTY MARKETING SYSTEMS

TABASCO® COST AND PROFIT EXAMPLES

How our items are priced:

ITEM #	DESCRIPTION	WHLSL PRICE *	RETAILER COST **	RETAIL PRICE ***	YOUR PROFIT	YOUR MARGIN	RETAILER MARGIN
03248	Bear with 5 oz. Bottle of Cinnamon Flavored Candy	\$5.40	\$8.00	\$11.99	\$3.99	33%	33%
LP113	Joker's Wild Lounge Pants	\$10.00	\$15.00	\$22.50	\$7.50	33%	33%
CH160	Big Bell Bass Boxers	\$6.75	\$10.25	\$15.50	\$5.25	34%	34%
05688	Green, Neon Diamond T-Shirt (X-Lg.)	\$8.25	\$12.85	\$19.99	\$7.14	36%	36%
09227	TABASCO® Wood Chips	\$1.80	\$2.60	\$3.95	\$1.35	33%	33%
03854	Oyster Design Coffee Mug	\$3.25	\$4.70	\$6.95	\$2.25	33%	33%
03770	Red & Green Ceramic Salt & Pepper Shakers	\$5.85	\$9.30	\$14.99	\$5.69	37%	38%
03750	2 Oz. Ceramic Holder	\$2.55	\$3.69	\$5.43	\$1.74	32%	32%

* Your Cost is TABASCO's wholesale price. You pay no extra fees or up charges.

** Retailer Price is the price the retailer pays you for each product. Your margin is at least 32%. This represents a 46% increase. Your margin is usually higher than 32%.

*** Retail Price is the "suggested" selling price. This is what the consumer pays for the product. Your retailer's margin is at least 32%, and usually more.
