

PROMARK
TABASCO® COST AND PROFIT EXAMPLES

How our items are priced:

ITEM #	DESCRIPTION	WHLSL PRICE *	RETAILER COST **	RETAIL PRICE ***	YOUR PROFIT	YOUR MARGIN	RETAILER MARGIN
05610	White Bilingual T-Shirt	\$8.50	\$12.80	\$19.99	\$4.30	34%	36%
03750	2 oz. Ceramic Holder	\$4.15	\$6.10	\$8.99	\$1.95	32%	32%
08640	TABASCO® Small Gift Box	\$17.03	\$25.04	\$36.82	\$8.01	32%	32%
09227	TABASCO® Wood Chips	\$1.95	\$2.90	\$4.49	\$0.95	33%	35%
03854	Oyster Design Coffee Mug	\$5.84	\$8.59	\$11.99	\$2.75	32%	28%
03770	Red & Green Ceramic Salt & Pepper Shakers	\$6.05	\$8.90	\$12.99	\$2.85	32%	31%
05409	TABASCO® Classic Red Cap	\$10.50	\$15.44	\$22.70	\$4.94	32%	32%
04729	TABASCO® Classic Red Cap	\$9.50	\$13.97	\$19.99	\$4.47	32%	30%

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

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

*** Retail Price is the "suggested" selling price - the price the consumer pays.
