

Getting closer to your customer
Effecting efficient distribution
Mapping the "Drive Chain"

PACKAGING, PRODUCTION, SALES & DISTRIBUTION

BASIS FOR CALCULATIONS

/ AVERAGE MARGINS REQUIRED PRIOR TO CONSUMER "SELL THROUGH" AS DICTATED BY DISTRIBUTION POINTS & OPERATOR "NEEDS/RESULTS"

MARGIN ADVANTAGES vs. MARGIN DISADVANTAGES

COST VARIANCES DICTATED BY:

TYPE PRODUCT
HOW PREPARED/PACKAGED
END USER PRICING POLICY
DISTRIBUTOR PRICING POLICY

