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CONSUMER BRANDS (PTY) LTD

PRICE LIST FOR SOUTH AFRICA

Distributor Pricing – Effective 1 March 2014

BIOMatic Ultra Concentrated washing powder

BIOMATIC PACKED PER CASE	CASE COST PRICE EXC VAT	CASE COST PRICE INC VAT 14%	UNIT COST PRICE INC VAT	RECOMMENDED RETAIL PRICE PER UNIT FOR THE PUBLIC	PRICE TO AGENT AT 20% DISCOUNT PER UNIT	PROFIT PER UNIT WHEN SOLD AT AGENT PRICE	PROFIT PER UNIT WHEN YOU SELL AT RETAIL PRICE
5 KG bucket x 4	R 508.00	R 579.12	R 144.78	R 263.24	R210.59	R 65.81	R118.46
1.5 KG box x 12	R 480.64	R 547.20	R 45.60	R 82.91	R 66.33	R 20.73	R 37.31
1 KG pouch x 18	R 513.20	R 584.82	R 32.49	R 59.07	R47.26	R 14.77	R 26.58
100 g sachet x 50	R 208.00	R 237.69	R 4.75	R 8.64	R6.91	R 2.16	R3.89

Note: Anyone exporting products out of South Africa will not be liable for the 14% Vat in South Africa.

Recommended Retail prices:

Each country will have its own recommended retail prices based on a proper pricing plan and positioning strategy.

We will work out a price for your market that will make you both competitive and profitable.

Agent pricing: – Effective 1 March 2014

BIOMatic Ultra Concentrated washing powder

PACKED PER CASE	CASE PRICE AFTER 20% DISCOUNT BOUGHT FROM DISTRIBUTOR	UNIT PRICE AFTER 20% DISCOUNT BOUGHT FROM DISTRIBUTOR	RECOMMENDED RETAIL PRICE PER UNIT	PROFIT PER UNIT SOLD AT RETAIL PRICE FOR THE AGENT
5 KG bucket x 4	R 842.37	R 210.59	R 263.24	R 52.65
1.5 KG box x 12	R 795.94	R 66.33	R 82.91	R 16.58
1 KG pouch x 18	R 850.61	R 47.26	R 59.07	R 11.81
100 g sachet x 50	R 345.60	R 6.91	R 8.64	R 1.73

BIOMatic A5 leaflets 4 pages

Price: R0.67 Inc Vat each

This is very powerful colour pamphlet that explains in detail the main benefits of BIOMatic. This is useful to hand out at stop streets and robots and to drop in peoples post boxes. There is also a place on each pamphlet for you to stamp your contact details. They come in packs for 250 Size A5



Measuring scoop:

R0.29 each

14 ml measuring scoop to use when selling the product. Each sales person is to have one of these as part of their sales kit.

