

Appendix C

LAUNCH COSTS

Wholesale Flyer	Can \$	2000
Invoice merchandising		
300 units @ \$25.00		7500
Period for 6 months @ average Avgx \$35 per unit		63,000
Skiff Teller - 500 @ \$2.00		1,000
	Can \$	<u>73,500</u>

Plus Sales Incentive for Imperial Sales Team (Gresang-Mantrell) —
Wholesale Incentive - 50 cent per carton (50 million) Can \$ 12,500
Can \$ 86,000
@ rate of 1.85 = £ 46,486

OTHER COSTS

Contribution to Imperial Sales Co's to handle launch _____ ?

MAINTENANCE COSTS

Merchandise / Incentives = Can \$ 30,000 per annum
£ 16,200 per annum.

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