

APPENDIX D

Launch Costs

Wholesale Flyer	Canadian \$	2,000
In-store merchandising		
300 counter units @ \$25.00		7,500
Rental for 6 months @ average		
\$35 per month		63,000
Shelf talker - 500 @ \$2.00		1,000
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	Canadian \$	73,500
Plus Sales Incentive for Imperial Sales team		
(giveaway -non branded)		-
Wholesale Incentive - 50 cents per carton		
(5.0 mn)	Canadian \$	12,500
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	Canadian \$	86,000
@ rate of 1.85 -	=	£46,486

Other Costs

Contribution to Imperials Sales Costs to handle brand ?

Maintenance Costs

Merchandising Incentives Canadian \$ 30,000 per annum
 = £16,200 per annum

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