

- Getting closer to you 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

