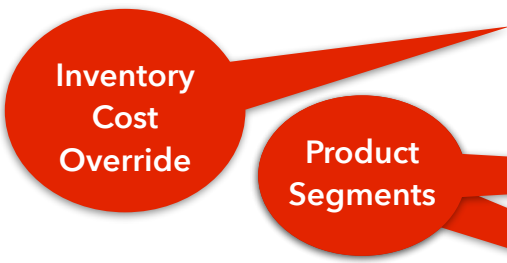


Product Price Analysis

Product Name		Product Number			
36x72 XL1 Vert		X1672F			
Non-Inventoried Parts		Qty	Cost Per	Cost	
1	Fit and Finish Labor	1	5.00	5.00	X
2	Shipping In	1	5.00	5.00	X
3	Shipping Out	1	1.33	1.33	
4	Instruction Sheets	1	0.16	0.16	X
5	Labels			0.25	
6	Poly Bag	1	0.15	0.15	X
Inventoried Parts		Qty	Cost Per Unit	Cost	
1	PMD13K	4	0.25	1.00	X
2	PMD9S	2	0.10	0.20	X
3	PMD9K	2	0.10	0.20	X
4	PMS875	1	0.28	0.28	X
5	PMS8V	1	0.19	0.19	X
6	PMS2W	2	0.05	0.10	X
7	PT1336	2	2.08	4.16	X
8	PT910WO	3	0.44	1.32	X
9	PT926W	7	1.03	7.21	X
10	PT926WO	2	0.91	1.82	X
11	PMS19	1	0.75	0.75	X

Non-Inventory Items	\$ 10.31
Inventory Items	\$ 17.23
1% Inventory Increase	\$ 0.17
Total Product Costs	\$ 27.71

Notes:



Total Cost Plus Burden \$48.91 4.3 Times Markup

Frames	X	77%	21.20
Graphics		54%	14.87
Travel Cases		29%	7.99
Accessories		36%	9.91
Other		77%	21.20

Enter Net Profit % Goal	28.75%	71%	←
Enter Max. Discount Rate	70.00%	30%	←
Present Price	\$210.32	\$212.43	\$2.10 Increase
Percent of Increase / Decrease	1.00%	\$106.21	50% Keynote Discount
Gross Margin	\$57.30	85%	Net 50% Profit ←
	\$63.73	70%	Distributor Discount
	\$14.82	30%	Net 70% Profit ←