

Association / Affiliate Pricing Analysis

Scenario 1		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	20%	\$ 79.96	\$ 59.96	\$ 39.96	\$ 15.96
Local Chapter	15%	\$ 11.99	\$ 8.99	\$ 5.99	\$ 2.39
		\$ 67.97	\$ 50.97	\$ 33.97	\$ 13.57
Association National HQ	5%	\$ 3.40	\$ 2.55	\$ 1.70	\$ 0.68
[Company] Rep Commission	20%	\$ 12.91	\$ 9.68	\$ 6.45	\$ 2.58
Net to [Company]		\$ 51.65	\$ 38.73	\$ 25.81	\$ 10.31
<i>% of Street price</i>		52%	52%	52%	52%

Scenario 2		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	15%	\$ 84.96	\$ 63.71	\$ 42.46	\$ 16.96
Local Chapter	15%	\$ 12.74	\$ 9.56	\$ 6.37	\$ 2.54
		\$ 72.21	\$ 54.15	\$ 36.09	\$ 14.41
Association National HQ	5%	\$ 3.61	\$ 2.71	\$ 1.80	\$ 0.72
[Company] Rep Commission	20%	\$ 13.72	\$ 10.29	\$ 6.86	\$ 2.74
Net to [Company]		\$ 54.88	\$ 41.16	\$ 27.43	\$ 10.95
<i>% of Street price</i>		55%	55%	55%	55%

Scenario 3		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	15%	\$ 84.96	\$ 63.71	\$ 42.46	\$ 16.96
Local Chapter	10%	\$ 8.50	\$ 6.37	\$ 4.25	\$ 1.70
		\$ 76.46	\$ 57.34	\$ 38.21	\$ 15.26
Association National HQ	5%	\$ 3.82	\$ 2.87	\$ 1.91	\$ 0.76
[Company] Rep Commission	20%	\$ 14.53	\$ 10.89	\$ 7.26	\$ 2.90
Net to [Company]		\$ 58.11	\$ 43.58	\$ 29.04	\$ 11.60
<i>% of Street price</i>		58%	58%	58%	58%

Scenario 4		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Member Discount	10%	\$ 89.96	\$ 67.46	\$ 44.96	\$ 17.96
Local Chapter	10%	\$ 9.00	\$ 6.75	\$ 4.50	\$ 1.80
		\$ 80.96	\$ 60.71	\$ 40.46	\$ 16.16
Association National HQ	5%	\$ 4.05	\$ 3.04	\$ 2.02	\$ 0.81
[Company] Rep Commission	20%	\$ 15.38	\$ 11.53	\$ 7.69	\$ 3.07
Net to [Company]		\$ 61.53	\$ 46.14	\$ 30.75	\$ 12.28
<i>% of Street price</i>		62%	62%	62%	62%

Compared to Reseller Model		Product A	Product B	Product C	Product D
Street Price		\$ 99.95	\$ 74.95	\$ 49.95	\$ 19.95
Reseller Discount	28%	\$ 71.96	\$ 53.96	\$ 35.96	\$ 14.36
Co-op Allowance	20%	\$ 14.39	\$ 10.79	\$ 7.19	\$ 2.87
Rep Commission	4%	\$ 2.88	\$ 2.16	\$ 1.44	\$ 0.57
Net to [Company]		\$ 54.69	\$ 41.01	\$ 27.33	\$ 10.92
<i>% of Street price</i>		55%	55%	55%	55%