



**LION**  
CONSUMER BRANDS (PTY) LTD

All prices below are based on the South African rand and are suited for the three marketing channels for local South African market.

## **Export Prices**

If you are not based in South Africa please convert the cost prices per case excluding Vat into your local currency (Euro or USD whatever suits you). All the prices are quoted Ex-works/FOB in Johannesburg, South Africa.

Each country outside of South Africa will have its own recommended retail prices based on a proper pricing plan and market and product positioning strategy.

As part of the initial strategy we will work out a retail selling price together with yourselves for your market that will make you both competitive and profitable.

### **Agents pricing:**

The agents pricing below only applies to the South African market. No matter where you are in the world; we will work out together with yourselves the ideal pricing and marketing model that will be effective in your local market.

This means we will work out a two tier marketing system for direct sales and an effective retail pricing model plus a great Buy direct fund raising pricing model. We will create pricing plan for each of the three marketing channels for your country.

**Note:** If you are exporting products out of South Africa you will not be liable for the 14% Vat in South Africa.

# PRICE LIST FOR SOUTH AFRICA

## Distributor Pricing – Effective 1 March 2014

### BIOMatic Ultra Concentrated washing powder

BIOMATIC PACKED PER CASE	CASE COST PRICE EXC VAT	CASE COST PRICE INC VAT 14%	UNIT COST PRICE INC VAT	<b>RECOMMENDED RETAIL PRICE PER UNIT FOR THE PUBLIC</b>	PRICE TO AGENT AT 20% DISCOUNT PER UNIT	PROFIT PER UNIT WHEN SOLD AT AGENT PRICE	PROFIT PER UNIT WHEN YOU SELL AT RETAIL PRICE
<b>5 KG bucket x 4</b>	R 508.00	R 579.12	R 144.78	<b>R 263.24</b>	R210.59	R 65.81	R118.46
<b>1.5 KG box x 12</b>	R 480.64	R 547.20	R 45.60	<b>R 82.91</b>	R 66.33	R 20.73	R 37.31
<b>1 KG pouch x 18</b>	R 513.20	R 584.82	R 32.49	<b>R 59.07</b>	R47.26	R 14.77	R 26.58
<b>100 g sachet x 50</b>	R 208.00	R 237.69	R 4.75	<b>R 8.64</b>	R6.91	R 2.16	R3.89

## South African Agent prices – Effective 1 March 2014

### BIOMatic Ultra Concentrated washing powder

PACKED PER CASE	CASE PRICE  AFTER 20% DISCOUNT BOUGHT FROM DISTRIBUTOR	UNIT PRICE  AFTER 20% DISCOUNT BOUGHT FROM DISTRIBUTOR	<b>RECOMMENDED RETAIL PRICE PER UNIT</b>	PROFIT PER UNIT SOLD AT RETAIL PRICE FOR THE AGENT
<b>5 KG bucket x 4</b>	R 842.37	R 210.59	<b>R 263.24</b>	R 52.65
<b>1.5 KG box x 12</b>	R 795.94	R 66.33	<b>R 82.91</b>	R 16.58
<b>1 KG pouch x 18</b>	R 850.61	R 47.26	<b>R 59.07</b>	R 11.81
<b>100 g sachet x 50</b>	R 345.60	R 6.91	<b>R 8.64</b>	R 1.73



**BIOMatic A5 leaflets 4 pages**

**Price: R0.67 Inc Vat each**

This is very powerful colour pamphlet that explains in detail the main benefits of BIOMatic. This is useful to hand out at stop streets and robots and to drop in peoples post boxes. There is also a place on each pamphlet for you to stamp your contact details. They come in packs for 250 Size A5



**Measuring scoop:**

**R0.29 each**

14 ml measuring scoop to use when selling the product. Each sales person is to have one of these as part of their sales kit.

