

Estimated Channel Economics

	Vet Clinic	Retail Store	Amazon
Customer Price	\$ 16.00	\$ 13.00	\$ 10.00
Retail markup (\$)		2.92	
Retail markup %		29%	
Retail COGS		10.08	
Diverter Markup (\$)		1.68	
Diverter Markup %		20%	
Diverter COGS		8.40	
Mark up to Diverter (\$)		0.40	
Vet's Mark up to Diverter %		5%	
Vet's Mark up to customer (\$)	8.00		
Vet's Mark up to customer	1.00		
Vet's COGS	8.00	8.00	8.00
Distributor Markup Markup (\$)	0.73	0.73	0.73
Distributor Markup %	10%	10%	10%
Distributor COGS	7.27	7.27	7.27
Manufacturer's Markup (\$)	6.47	6.47	6.47
Manufacturer's Markup %	809%	809%	809%
Manufacturer's COGS	0.80	0.80	0.80