

# Price Perfect



A dynamic, easy-to-use & affordable pricing tool

- Predicts sales and contribution at selected bench and promotional prices
- Identifies which retail price points optimise your profits
- Determines which SKU's from your portfolio drive volume and/or profits

## The Price Perfect tool...

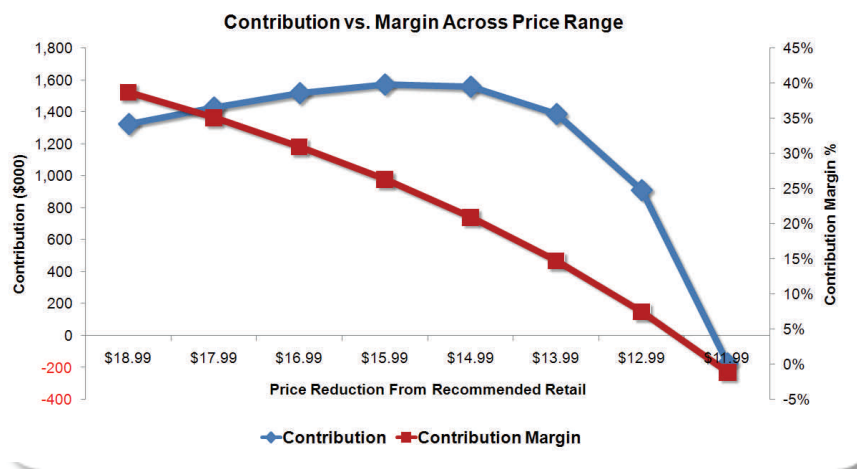
Input Table	
Choose a Product	Swigg Product 5
Choose a Market/Account	Total NKAs
Enter Average Account Monthly Units	0
Enter Account Discount (terms)	15%
Enter Swigg Share of Promo Discount	50%

Choose your account, SKU's and trading terms. Enter your price points and get the results.

Weekly Results	Bench	Promo Price #1	Promo Price #2	Promo Price #3	Promo Price #4
Enter Prices	\$ 18.99	\$ 17.99	\$ 16.99	\$ 15.99	\$ 14.99
Expected Weekly Volume (units)	546	688	881	1,140	1,531
% volume uplift on promotion	100%	126%	161%	210%	280%
Retail Sales	10,370	12,375	14,967	18,375	22,943
% value uplift on promotion	100%	119%	144%	177%	221%
Retailer Gross Profit	14,524	6,008	7,294	8,992	11,281
Swigg Gross Rev (incl WET)	4,410	5,242	6,312	7,712	9,576
Swigg Net Rev (excl WET)	3,418	4,063	4,893	5,979	7,424
Swigg COGs	- 2,093	- 2,637	- 3,377	- 4,405	- 5,867
Swigg Contribution	1,325	1,427	1,517	1,574	1,559
Swigg Contribution Margin	38%	35%	31%	26%	21%
Effective LUC	\$ 48.45	\$ 45.72	\$ 43.00	\$ 40.27	\$ 37.54

- Price Perfect predicts the effect of different retail price points on sales, retailer & supplier margins and supplier profit contribution.
- Price Perfect's flexibility caters for specific account trading terms and different SKU's cost basis.
- Price Perfect is tailored for each client's specific profit & loss structure and language.

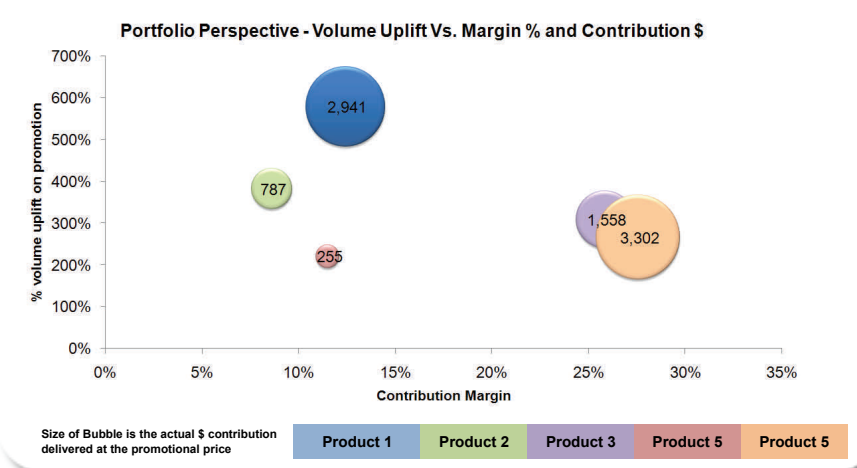
## The Profit Optimiser...



- The Profit Optimiser graphically shows you the optimum dollar contribution point for the price ranges entered into the model.
- The Profit Optimiser also highlights preferred price points across differing list prices, COGs and trading terms.

The Swigg team has an in-depth knowledge of WET and excise implications to build the appropriate smarts into Swigg Price Perfect

## The Portfolio Manager...



- The Portfolio Manager assists in deciding which SKU's are better at driving sales, margin or profit when promoted.
- Plan your portfolio's promotional program to deliver the greatest promotional volume and profit opportunities.

If you would like to know more, call Swigg on 03 98188202 or email [info@swigg.com.au](mailto:info@swigg.com.au)