

19L Box = MORE PROFIT

SAMPLE

18L Box = 152 small (4oz.) carafes

19L Box = 160 small (4oz.) carafes

$$18L \cdot 152 \times \$5/\text{carafe} = \$760$$

$$19L \cdot 160 \times \$5/\text{carafe} = \$800$$

Subtract the cost of your box.

$$18L - \$760 - \$50 = \$710$$

$$19L - \$800 - \$60 = \$740$$

OZEKI 19L = \$30 More Profit/Box

2 Boxes/Month x \$30 x12

= \$720 More Profit Every Year

WORKSHEET

18L Box = 152 small (4oz.) carafes

19L Box = 160 small (4oz.) carafes

$$18L \cdot 152 \times \$______/\text{carafe} = \$______$$

$$19L \cdot 160 \times \$______/\text{carafe} = \$______$$

Subtract the cost of your box.

$$18L - \$______ - \$______ = \$______$$

$$19L - \$______ - \$______ = \$______$$

OZEKI 19L = \$___ More Profit/Box

___ Boxes/Month x \$___ x12

= \$___ More Profit Every Year

INSTRUCTIONS & IMPORTANT INFORMATION

At \$5/small (4oz.) carafe, Ozeki 19L will always make your accounts \$40 more in **total revenue** (not profit) than an 18L box.

You can show them how much more **profit** they will make by filling in the appropriate prices for the 18L and Ozeki 19L.

If the 18L is more than \$40 cheaper, Ozeki will not make them more profit.

If they want to **charge less** than \$5/carafe, the total **revenue decreases** from \$40 accordingly and thus the profit from Ozeki 19L.

If they want to **charge more** than \$5/carafe, the total **revenue increases** from \$40 accordingly and thus the profit from Ozeki 19L.

