

Nussbaum Distributing
Retail Pricing Suggestions

Manage By Exception

Set the default pricing at what you would want for the vast majority of tires you sell.

We recommend that you use a base gross profit percentage, but you could use a markup or a dollar add on.

Gross Profit Example: Tire cost \$50, Gross profit of 50% = Sale price of \$100

Markup Example: Tire cost \$50, Markup of 50% = Sale Price of \$75

Consider using a minimum and maximum price. This is always in dollars.

- For example if you want to make 40% gross profit that might be too little on a \$10 tire. $\$10$ divided by $60\% = \$16.66$ sale price ($6.66/16.66 = 40\%$ gross profit). If you set the minimum profit at $\$10$, your sale price will be $\$20.00$.
- If you sell a 265/25R30 40% gross profit might be too much on a tire that cost you $\$1,500$. (By the way the first customer to sell a set of 265/25R30 Toyo Proxes 4 will get treated to dinner by Mike Nussbaum.) Do the math. A 40% gross profit would be a sale price of $\$2,500$ per tire. (You have to check the “show zero quantity” box to get this to show on your website. We do stock the 275/25R28 and they are cheap at $\$1,000$ each!)

Exceptions to Consider

Tubes – you’ll find them grouped together under mfg code 700 starting at style WA1

Michelin, Goodyear, Uniroyal and Goodrich – you’ll find them near the bottom of our style listing and there is just one style for each brand. (MIC, GDY, UNI, and BFG)

Price busters manufacturer code 580

Why use Gross Margin

You’ll probably be more competitive and profitable using a gross margin or a markup strategy rather than a dollar add on strategy. For example in the Toyo Proxes4 line you can buy tires from us that cost you anywhere from about $\$60$ to $\$1,500$. Remember if you use the gross margin or the markup strategy, you can set both a minimum and a maximum dollar profit. If you use a dollar add on, you are limited to that profit on every tire in the line.

Packages

Setup at least one – preferably more than one – list all the things you include when someone buys a tire. For instance: valve stem, mount and balance, disposal tax, tire protection plan, etc. Suggestion: set up a base package and a premium package. For instance: chrome valve stem, mount and balance, mag rim charge, lifetime rebalance, alignment, etc. (Make a little more profit.)

Food for Thought

Check our prices on tubes, wheel weights, patches, glue, etc.

RETAIL PRICING MODULE

If a dealer wants to use the retail pricing module, send e-mail to ndtodd@bellsouth.net

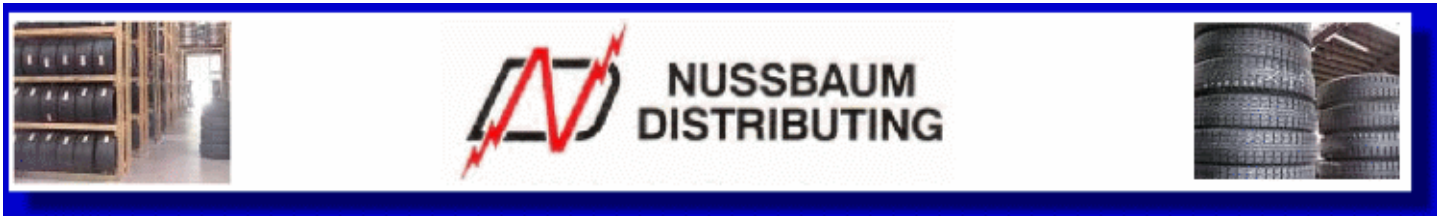
Setting up pricing for retail :

- Owner must login to the account and go to administration
- Click on Retail Pricing Profiles, then click on the profile filter to change to Only MFG Profiles.
- Default will be set at 33.33% gross-profit
- You can change everything to fit your needs
- Select price method (dollar add, markup or Gross Profit).
- You then add the factor or dollar amount.
- You can set Min. to Max. dollar amounts.
- Then you can set rounding if you wish.
- When finished, click update and show existing.

Setting up add-on packages:

- Go to administration and Drive out add-ons
- You can set up to 26 different add on packages.
- Name the package , set what you want for bottom lines on quotes.
- Detail break downs on items , markups and taxes

See examples on next 2 pages.



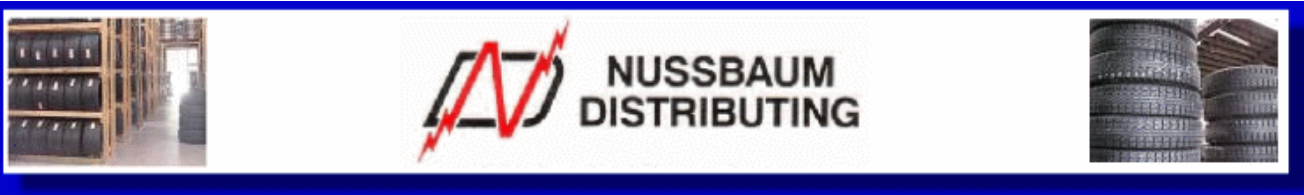
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Manage Retail Pricing Profiles

Profile Filter

Edit Retail Pricing Profiles

Mfg Code	Style Code	Mfg Desc	Style Price Desc	Method	Factor	Min Profit \$	Max Profit \$	Round To	Delete
DEFAULT	DEFAULT		Gross-Profit	<input type="text" value=""/>	0.3333				<input type="checkbox"/>
480		KUMHO	Dollar Add	<input type="text" value=""/>	20.0000			0.99	<input type="checkbox"/>
520		HANKOOK	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
540		VOGUE	Mark-Up	<input type="text" value=""/>	1.5000			0.25	<input type="checkbox"/>
580		PRICE BUST	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
700		NATIONAL	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
701		NATIONAL T	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
740		SPECIAL PU	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
780		TOYO	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
820		MSTAR/NKAN	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
BFG		BFG	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
GDY		GOODYEAR	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
MIC		MICHELIN	Please select...	<input type="text" value=""/>					<input type="checkbox"/>
UNI		UNIROYAL	Please select...	<input type="text" value=""/>					<input type="checkbox"/>



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Manage Drive Out Add-On Groups

Add On Group A - BASIC

Edit Add-On Group A

Add-On Group Display Title	BASIC
Quote Footer Line #1	PRICING GOOD FOR 5 DAYS
Quote Footer Line #2	THANK YOU
Item Sales Tax	7.0000

Item#	Description	Price Method	Factor	Min Price \$	Max Price \$	Sales Tax	Delete
1	MOUNT & BALANCE STEEL WHEEL	Dollar Add Per Tire	15.0000	0.00	0.00	7.0000	<input type="checkbox"/>
2	VALVE STEM	Dollar Add Per Tire	1.5000	0.00	0.00	7.0000	<input type="checkbox"/>
3	AR DISPOSAL TAX	Dollar Add Per Tire	2.0000	0.00	0.00	0.0000	<input type="checkbox"/>
4	SCRAP TIRE REMOVAL	Dollar Add Per Tire	2.0000	0.00	0.00	7.0000	<input type="checkbox"/>
5		Please select...	0.0000	0.00	0.00	0.0000	<input type="checkbox"/>
6		Please select...	0.0000	0.00	0.00	0.0000	<input type="checkbox"/>
7		Please select...	0.0000	0.00	0.00	0.0000	<input type="checkbox"/>