

Export Pricing Structure

The following export pricing structure reflects the costs of the logistics and responsibilities involved in all links of the export marketing channel.

ExFactory

\$8.35

+ transportation to port of exit, export documentation, packing & labeling for export, arranging shipping, export taxes, wire transfer fees/payment (responsibilities of exporter and/or export buying office) =

FOB \$10.00

+ international shipping & insurance =

CIF \$11.50

+ import duties, customs broker fees, transportation to importer's warehouse =

Landed \$13.80

+ wholesaler's marketing, sales, promotion, shipping, packaging, product development and inventory costs =

Wholesale \$30.00

+ retailer's marketing and promotion costs and dead inventory costs =

Retail \$60.00 – \$70.00