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Case Study – The Unemployed Philosophers Guild (UPG)
Doctor Who Tardis Mug.

MSRP: \$12.95 Wholesale \$6.00. Production Cost: \$2.38

2013 When we had no Amazon policy

In 2013 UPG sold 11,207 Dr. Who Mugs to Amazon resellers. Each mug wholesaled for \$6.00. After commission, production cost and fulfillment UPG net \$2.12 on each mug.

So, UPG's net profit on this item sold through Amazon in 2013 was \$23,773

These mugs were then sold on Amazon at an average price of \$10, \$2.95 below MSRP.

2014 Our New Amazon Policy takes effect

In 2014 over ten months, UPG sold 8,896 Dr. Who Mugs on their FBA Amazon account. The product price was eventually raised to \$16.95. After Amazon charges (pick and pack, warehousing etc) UPG net an average of \$6.71 per mug.

**So, UPG's net profit on the item sold through Amazon in 2014 was \$66,888
That's an increase of 281%**

Year	Units Sold	Unit Profit	Sales Total	Profit Total
2013	11,207	\$2.17	\$67,400	\$23,773
2014	8,896	\$6.71	\$141,890	\$66,888

If this was your item, your fee to Canopy would be \$14,189.00 for the year.

But you would have earned \$43,115 more than if you had shipped to a reseller.

At a bare minimum, you've doubled your money.
You've also fixed the problems that brought you here in the first place.

It just doesn't make sense to let anyone else sell for you on Amazon.