



Subscription Tier	Expense	Markup (%)	Rounded Up
Classic Subscription	22.61	30	29.99
Premium Eco-Subscription	27.98	40	39.99

Expenses	No. Sold	Month 1
Classic Subscription	150	3391.5
Premium Eco-Subscription	50	1399
<b>Total £</b>	<b>200</b>	<b>4790.5</b>

Sales	Month 1
Classic Subscription	4498.5
Premium Eco-Subscription	1999.5
<b>Total £</b>	<b>6498</b>

Subscription Tier	Profit
Classic Subscription	1107.2
Premium Eco-Subscription	600.5
<b>Total £</b>	<b>1707.7</b>

Subscription Box Tiers Breakdown

Premium-Eco	Cost
Sketchbook	5.25
Paint	5.29
Paint Brushes	3.03
Pencil, Rubber & Accessories	3.6
Confectionary	0.9
Sticker	0.25.2
A5 Flyer	1.25
A6 Postcard	1.24
Packaging	1.74
Wrapping	0.68
Postage	4.2
<b>Total</b>	<b>27.18</b>

Classic	Cost
Sketchbook	1.52
Paint	5.29
Paint Brushes	3.03
Pencil, Rubber & Accessories	3.6
Sticker	0.25.2
A5 Flyer	1.25
A6 Postcard	1.24
Packaging	1.59
Wrapping	0.68
Postage	4.2
<b>Total</b>	<b>22.4</b>

Subscription Tier	Markup	Total	Retail Price
Premium-Eco	60%	43.488	43.99
Classic	55%	34.72	34.99

Tier Cost	Total Profit
27.81	16.81
22.4	12.59

Year 2 Subscriptions ( 200 p/m)	Cost Per Month
Premium-Eco	50 1359
Classic	150 3360

Year 3 Subscriptions ( 400 p/m)	Cost Per Month
Premium-Eco	100 2718
Classic	300 6720

Extra Sales	Average No. p/m	Retail Price
Left Over Boxes - Premium-Eco	3	27.99
Left Over Boxes - Classic	4	24.99

<b>Total of Extra Sales p/m</b>	<b>183.93</b>
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