Fernhill Botanics: skincare line review

Fictional sample · Retail buyer deck for a 20-store test

Three SKUs · Pricing, retailer margin, opening order and sell-through

The proposal

- Three skincare SKUs for a 20-store test
- One case pack (6 units) of each SKU per store: 360 units in total
- Opening order of $5,760 at cost, $12,120 at full retail
- Sell-through review after 4 weeks against a stated rate-of-sale assumption

Line overview

Wholesale is the retailer's cost; MSRP is the suggested retail price

SKU	SIZE	WHOLESALE	MSRP
Daily Face Serum	30 ml	$18.00	$38.00
Hydrating Moisturizer	50 ml	$14.00	$29.00
SPF Daily Shield	50 ml	$16.00	$34.00

Retailer margin by SKU

Margin % = (MSRP − wholesale) ÷ MSRP · Markup % = (MSRP − wholesale) ÷ wholesale

SKU	MARGIN PER UNIT	RETAILER MARGIN %	MARKUP %
Daily Face Serum	$20.00	52.6%	111.1%
Hydrating Moisturizer	$15.00	51.7%	107.1%
SPF Daily Shield	$18.00	52.9%	112.5%

Check one row: Daily Face Serum

Wholesale $18.00 · MSRP $38.00

$20.00	52.6%	111.1%
MARGIN PER UNIT	RETAILER MARGIN	MARKUP
$38.00 − $18.00	$20.00 ÷ $38.00	$20.00 ÷ $18.00

Launch allowance: 5% off-invoice on the serum

Shown separately, for the allowance period only

$17.10	$20.90	55.0%
RETAILER COST	MARGIN PER UNIT	RETAILER MARGIN
$18.00 × 0.95	$38.00 − $17.10	$20.90 ÷ $38.00

Opening order: 20 stores, one case pack per SKU

MOQ 24 units per SKU · case pack of 6 · each SKU clears MOQ at 120 units

	SERUM	MOISTURIZER	SPF	TOTAL
Units for 20 stores	120	120	120	360
Retailer cost	$2,160	$1,680	$1,920	$5,760
Retail value at MSRP	$4,560	$3,480	$4,080	$12,120
Margin if all sell at MSRP	$2,400	$1,800	$2,160	$6,360

Blended margin on the opening order

Full price and full sell-through: markdowns, shrink and unsold stock lower it

$6,360	$12,120	52.5%
RETAILER MARGIN	RETAIL VALUE	BLENDED MARGIN
If every unit sells at MSRP	360 units at MSRP	$6,360 ÷ $12,120

Sell-through assumption

1 unit per SKU per store per week, from 12 weeks at an existing independent stockist

MEASURE	CALCULATION	RESULT
4-week sell-through per SKU, per store	4 sold ÷ 6 received	66.7%
Weeks of supply on the opening order	6 units ÷ 1 per week	6 weeks
Retailer margin per store per week	$20.00 + $15.00 + $18.00	$53.00
Retailer margin per week, 20 stores	$53.00 × 20	$1,060.00

Proposed next step: a 4-week, 20-store test

360 units · $5,760 at cost · review sell-through against 66.7%

Fictional sample · Samples, order deadline and ship window to be agreed with the buyer