



The Impact of Discounting

Level of Discount	Existing Gross Profit Margin Before Discount in %								
	5	10	15	20	25	30	35	40	50
2%	67	25	15	11	9	7	6	5	4
3%	150	43	25	18	14	11	9	8	6
4%	400	67	36	25	19	15	13	11	9
5%		100	50	33	25	20	17	14	11
7.5%		300	100	60	43	33	27	23	18
10%			200	100	67	50	40	33	25