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MARKET SPECIFIC PRICING® Retailer/Orgill, Inc. Agreement

MARKET SPECIFIC PRICING® (MSP) OBJECTIVE:

The objective of the Market Specific Pricing is to provide you with a systematic retail pricing strategy. The process will provide you with a system that can adjust your retail price position to match any competitive situation and any desired retail price position based upon local market conditions. This strategy will help you maximize your retail sales, margin potential and profitability.

MARKET SPECIFIC PRICING® DEFINITION:

This process will provide a system to adjust your retail price position to match any competitive situation and any desired retail price position based upon local market conditions. The data collected is used to create a retail-positioning plan that assigns margin potential based upon eight levels of price sensitivity. Price sensitivity code one is considered as most price sensitive and code eight as most blind.

Market research and analysis to include:

- On-site price audits for up to two defined competitors
- Preparation and presentation of Market Specific Pricing Report

MARKET SPECIFIC PRICING® Report Cost.....\$1,500.00

Store Name: _____

Customer Number: _____ Buying Program: _____ Orgill DC: _____

Store Contact (Name): _____ Title: _____

Store Address: _____

City, State & Zip: _____

Phone Number: _____ Fax Number: _____

Business Development Managers Name: _____ # _____

Business Development Managers Cell Phone Number: _____

District Managers Name: _____ # _____

Sales Representatives Name: _____ # _____

Name of Person Presenting this Report: _____ Title _____

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PROJECT DISCLAIMER

The conclusions and recommendations set forth in this report are based solely upon market surveys, general research and other information as developed by or obtained by Orgill, Inc. from various marketing reports, census reports, other information and from business judgment derived through industry experience. Orgill, Inc. does not represent, warrant or guarantee that the implementation of the conclusions and recommendations contained herein will necessarily maintain, enhance or increase a Dealer's fiscal performance in the marketplace. No information contained in this report should be relied upon as infallible. The recommendations contained herein are intended to be considered within the context of numerous factors which contribute to the success of Dealer in the marketplace.

The undersigned executes this Disclaimer to acknowledge receipt of the same and to enforce its agreement that Orgill, Inc. will have no liability for any omission, inclusion nor inaccuracy contained herein.

It is agreed that Orgill, Inc. will, through its personnel, implement the above program(s) on behalf of the Dealer stated below. By signing this agreement, the Dealer has agreed with all conditions for the above stated project(s) and agrees to pay for services rendered. All proposed project costs are subject to the approval of Orgill's Credit department.

_____	_____	_____
MSP Program Presenter	Title	Date

_____	_____	_____
Signed (Dealer)	Title	Date

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MARKET SPECIFIC PRICING® Retailer Profile Sheet

1. COMPETITION:

List two (2) stores to be audited. Include the street address for each store.

1. **STORE NAME:** _____ **PHONE :** _____

ADDRESS: _____

CITY, STATE, ZIP: _____

2. **STORE NAME:** _____ **PHONE :** _____

ADDRESS: _____

CITY, STATE, ZIP: _____

2. Is the retailer currently on any Orgill Custom Pricing program?

4. **Additional Comments:** _____

Please email to JMartin@Orgill.com