

Manufacturing and Finance:

Costs for a hypothetical
production run of 1000 multirest
units:

Molded Foam: \$4607
Cloth Cost: \$250
Sewing: \$664 @8/hr
Grippy Liner: \$440
Assembly: \$332@8/hr
Packaging: \$200
Total: \$6493
Per Unit: \$6.49

Concerning pricing, I want
my product to be affordable to a
massive audience but at the same
time, I don't want it to come off as
cheap. A price of around \$29 per
cushion with a deal of \$50 for two
(not including shipping). Assuming
500 units sold individually and 500
units sold in pairs... This leaves a
very nice profit margin of \$20.51
per unit for a total profit of \$20507
per 1000 units.

In accordance with supply and demand principles, the greater the
number of units sold, the lower the manufacturing cost will be. Thus,
making the profit margin even larger. I chose 1000 units because I be-
lieve this is a modest amount to sell and it provides a good illustration of
the profit making potential of this product.