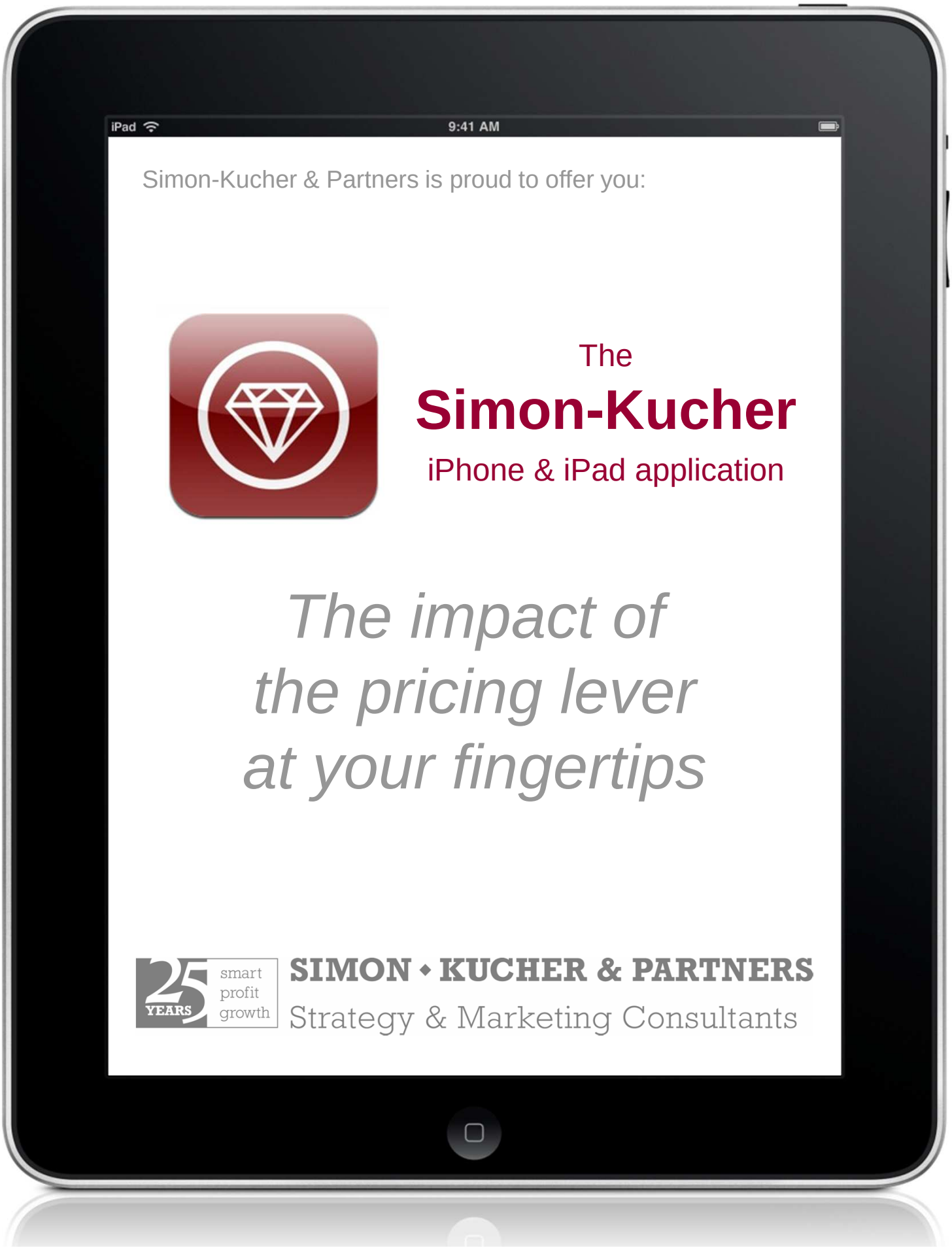
iPad
9:41 AM
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The Simon-Kucher & Partners application

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- Do you know which profit lever is the strongest for your company? Should you work most on improving your sales, or raising your prices, or reducing your costs to be more profitable?
- In celebration of its 25th anniversary, the world's leading pricing consultancy Simon-Kucher & Partners offers you a unique tool to measure the EBIT impact of any improvements on all of these levers – taking your company's figures.
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Enter your figures…

1. Using the keyboard, select each field and type in:
   - Sales in thousands of $, €, £
   - EBIT ratio (%)
   - Fixed/total cost ratio (%)

2. Then, select ***Improvement*** to make a percentage wheel appear

3. Spin the wheel to set up the improvement level you wish to simulate

   Consider the percentage change as:
   - Positive for price or sales increases
   - Negative for cost reductions

4. Select ***Done*** when you are finished

… get a firm grasp of pricing's impact

A 5% improvement* on:

… everything else unchanged …

… would generate a profit increase of:

* Improvement:

- Prices or sales go up
- Costs go down

… and just swipe the screen for further information

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