



DEALER PARTS and SERVICE BULLETIN

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= SUBJECTS =

PRICING SCHEDULE ON
SPARE PARTS

SOME LACK OF UNIFORMITY APPEARS IN THE RETAIL
OVER-THE-COUNTER PRICINGS ON B.S.A. MOTORCYCLE
SPARES

CONVENTIONAL AND SUGGESTED PRICING
SCHEDULE SHOULD BE RETAIL LIST PRICE
PLUS 10%

The list pricings are FOB Oakland, Calif., and, same as motorcycles, an addition should be made for freight and handling, in this case 10%. Therefore a part that has a retail book price of \$ 10.00 should be customer-priced retail at \$ 11.00.

This schedule assures that a profit margin conforming to sound and established business practises as maintained. Freight in many instances runs to 7% of the parts value and the remaining 3% covers handling and contingencies.