APPENDIX 1

COGS and Product Pricing

Products	COGS		Margin		Sel	Selling Price	
Physion Pro	Rp	14,996	Rp	30,004	Rp	45,000	
Physion Sant	Rp	10,909	Rp	29,091	Rp	40,000	
Physion Plus	Rp	12.953	Rp	29.047	Rp	42.000	



APPENDIX 2

Survey Results and Data











