

# ENGLAND RULES!

## Limited Edition 2010 World Cup Professional 5m/16ft Tape Measure



| Cost Price                     | Suggested Selling Price        | Net Profit | Minimum Order Qty | Product Code |
|--------------------------------|--------------------------------|------------|-------------------|--------------|
| £2.46 + VAT<br>(£2.89 inc VAT) | £8.50 + VAT<br>(£9.99 inc VAT) | 71%        | 72 units          | ATM4-5025LE  |

- Be part of the 2010 World Cup demand of England Merchandise
- Exceptional Value
- High Quality Useful Product used by professionals from a leading supplier
- An ideal product appealing to the core England supporter demographics
- 71% Profit Margin
- 70,000 already pre-sold
- Deliveries for May 2010
- A truly unique England product

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The true measure of quality