

# Multifirm Retailer Margins and Extra Support

MikesBikes Introduction - Student - Period 2019

<b>Firm</b>	<b>Channel</b>	<b>Retailer Margin</b>	<b>ExtraSupport</b>	<b>Stores Used</b>
Student Inc	Bike Shops	35%	\$0	61
Student Inc	Sports Stores	35%	\$0	210
Student Inc	Discount Stores	35%	\$0	158
MountainTop Cycles	Bike Shops	35%	\$0	61
MountainTop Cycles	Sports Stores	35%	\$0	210
MountainTop Cycles	Discount Stores	35%	\$0	158

## Notes:

Each year the distributors look at how much money they made from your products, and based on that they decide whether or not to stock your products for next year. So the number of stores stocking your products is determined by a combination of total sales, retailer margin, and extra support.

You can find more information about distribution in your Players Manual.