Solutions

2.1

- Boutique: maker receives $24 \times 0.6 = £14.40$.
- CM $= 14.40 - 7 = £7.40$.
- Site: receives $22 - 0.88 - 0.30 - 3.80 = £17.02$.
- CM = £10.02 – richer AND owns the customer file.

2.2

- Differentiate: site-exclusive bundle (3-wick gift set + refill plan) at a price the shelf cannot quote – commitment product, not the same candle.
- Share: in-store card with a QR to the site, finder's fee £2 a sale – still £8 net and the boutique is paid for discovery.

2.3

- Boutique: discovery, touch/smell, gift-buying impulse – the shelf IS advertising.
- Site: the customer list, reorder data, margin – the information flow.

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