

SAUNA DISTRIBUTOR PLANNING TOOL

Dealer Margin and ROI Calculator Pack

Practical calculator pack for sauna distributors and dealers who need to model landed cost, gross margin, contribution profit, showroom investment, inventory turns, service reserve, and payback before placing a starter order.

SX

Formula workbook

CSV

RFQ input list

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CSauna model references

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This is a planning tool, not a profit guarantee. Replace sample inputs with your actual market assumptions and formal CSauna site data.

Gross margin

$(\text{Selling price} - \text{landed unit cost}) / \text{selling price}$

Contribution per unit

Gross profit - variable sales cost

Payback months

Launch investment / monthly contribution

1. What the Calculator Should Include

- Factory quote, freight allocation, duty, brokerage, local handling, warranty reserve, and sales cost.
- Showroom display units, display setup, launch marketing, spare-parts reserve, and training investment.
- Expected monthly sales, contribution per unit, and payback months.

2. CSauna Model-Family Starting Points

Model family	Visual references	Sample selling price	Planning note
Barrel Sauna	27	3299	Replace with your local price, freight, duty, warranty, and selling cost.
Commercial Sauna	17	11999	Replace with your local price, freight, duty, warranty, and selling cost.
Outdoor Cabin Sauna	14	5499	Replace with your local price, freight, duty, warranty, and selling cost.
Cube Sauna	11	6999	Replace with your local price, freight, duty, warranty, and selling cost.
Outdoor Sauna	11	4999	Replace with your local price, freight, duty, warranty, and selling cost.
Cedar Sauna	6	7499	Replace with your local price, freight, duty, warranty, and selling cost.
Infrared Sauna	5	2999	Replace with your local price, freight, duty, warranty, and selling cost.
Hemlock Sauna	2	3199	Replace with your local price, freight, duty, warranty, and selling cost.
Indoor Sauna	2	3499	Replace with your local price, freight, duty, warranty, and selling cost.
Spruce Sauna	1	4299	Replace with your local price, freight, duty, warranty, and selling cost.

3. RFQ Inputs That Improve ROI Planning

Input	Why it matters	Example
Target market	Country / region where the dealer sells the sauna	United States / Canada / Germany
Selling channel	Showroom, ecommerce, builder network, resort project, or distributor network	Outdoor living dealer showroom
Target selling price	Expected retail or project selling price before discounts	5499
Factory quote	Factory unit price including agreed sauna scope	2250
Freight allocation	Per-unit freight allocation from FCL/LCL/local trucking	690
Duty and brokerage	Import duty, brokerage, port, and compliance allocation	220
Local delivery and handling	Warehouse, last-mile delivery, handling, storage, and damage allowance	260
Warranty and service reserve	Expected support reserve per unit	275
Sales and commission cost	Variable sales cost, commission, ads, or local closing cost	260

4. Copy-Paste Message

Hi CSauna, please help us prepare quote data for a sauna dealer margin and ROI worksheet.

Target country / region:

Selling channel:

Expected selling price range:

Preferred model families or model codes:

First order or showroom plan:

Destination port or city:

Preferred wood / heater / voltage:

Private-label or packaging needs:

Spare-parts and warranty support expectations:

Please provide factory quote scope, package dimensions/CBM, estimated lead time, model mix suggestion, spare-parts recommendation, and missing questions needed for landed cost planning.

Send to: bennett@csauna.com | WhatsApp +86 180 7047 6405 | RFQ: <https://csauna.com/sauna-rfq-template/>

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