

Table 3 Profitability of the average cola specie seller per month in all the markets

| Markets Revenue | Ishium | Lafenwa | Kuto | Iberekodo |
|-----------------|--------|---------|--------|-----------|
| Total Revenue | 13 200 | 32 907 | 19 548 | 14 912 |
| Total Cost | 9 907 | 24 204 | 14 679 | 11 784 |
| Profit | 3 293 | 8 703 | 4 869 | 3 127 |