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Market If you operate in a market that is highly competitive, chances are you have little ability to price...

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Why do customers want to buy your product? Are you solving a ...

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The answer is your retail price. \$30 (Wholesale Price) / (1 - .60) = \$75 (Retail Price) A 60% markup on \$30 is 30\* (1+0.6)=\$48. If \$75 is retail and \$30 is wholesale, then your markup is (75-30)/30=150%, not 60%. And your margin (gross profit) is \$45, or

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(75-30)/75=60%.

Please do some  
research prior to  
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amount of profit will be  
calculated as follows: It  
is further assumed that  
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earned, then- Profit=

$$(1,25,000 \times 10)/100 =$$

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Rs 12,500 ∴ Selling  
Price = Cost of  
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This is the simplest  
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PRICE = (Labor +  
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The x2 to 2.5 takes  
into account your profit  
and overhead as well,  
so you're covered. If  
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the luxury or upscale market, you'll be closer to 2.5.

### **How to price your products - with a FREE pricing calculator**

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number to make a certain amount and percentage of profit.

### **How to Set Pricing for Your Clothing Store: A Step-by-Step ...**

Value-based pricing is determined by the perceived value of the service you're providing to a customer, rather than the desired profit-margin or competitor influence. Cost-plus



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pricing. An alternate strategy to value-based pricing. With cost-plus pricing, the price is determined by adding a specific markup to a product's unit cost.

### **Service Pricing: How to Price Your Services**

This is how profit margin works: So if a product sells for \$200 and costs \$100, you have a 50% profit

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margin. In the simplest terms, half, or 50% of your \$200 sale is your profit, thus the 50% profit margin. If you always double your product cost to get your selling price, you'll always have a 50% profit margin.

### **How to Price a Product - The Ultimate Product Pricing ...**

The retail price is determined by

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doubling the wholesale price. This is the price you would charge when selling to individual customers at a craft show, for example, or on Etsy. Doubling your wholesale price to arrive at your retail price accounts for a couple of issues.

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### **How to Develop a Powerful Pricing...**

In our “Pricing for Profit” webinar, we set a goal profit margin of at least 30 percent. Identify which items or services don't meet our 30 percent gross margin hurdle rate. These are the products that need refinement, a new market, lower cost structure, or higher pricing.

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### **FedEx Small**

### **Business Center**

1. Premium Pricing.  
With this pricing strategy, marketers set prices higher than their rivals or competitors. It is, however, used when there is a considerable competitive advantage, and the marketer or the business is safe to charge a comparatively higher price.. Premium pricing is ideal for small companies that

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sell unique services or goods.

## **9 Pricing Strategies - Maximize Your Profit with a Good ...**

Rafi Mohammed is a pricing strategy consultant who helps companies earn the highest profit from their products and services. His pricing strategy book, *The 1% Windfall*, helps to solve the challenge that every company in the

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