

# Product Pricing Template

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Product Type: \_\_\_\_\_

Business Role: \_\_\_\_\_

## 1. Materials & Labor Breakdown

Item	Estimated Cost
Paper/Vinyl	\$ _____
Ink	\$ _____
Other Materials (tape, packaging, etc.)	\$ _____
Design Time (mins): _____ → Est. Cost: \$ _____	
Print Time (mins): _____ → Est. Cost: \$ _____	

Total COGS (Cost of Goods Sold): \$ \_\_\_\_\_

## 2. Pricing Strategy

Pricing Element	Your Calculation
Markup Percentage: _____ %	
Markup Dollar Amount	\$ _____
<b>Selling Price (COGS + Markup):</b>	<b>\$ _____</b>

## 3. Profit Margin Calculation

Use the formula:  $(\text{Profit} \div \text{Selling Price}) \times 100$

- Profit (Selling Price – COGS): \$ \_\_\_\_\_
- Profit Margin: \_\_\_\_\_ %

## 4. Competitor Pricing Comparison

- What would a business or website charge for a similar item?  
\$ \_\_\_\_\_
  - Is your price higher or lower? Why?
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**5. Peer Feedback (Pass your work to another group to be reviewed)**

**Reviewer Name:** \_\_\_\_\_

**What works well about this pricing plan?**

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**One suggestion to improve or adjust the pricing:**

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**Is the pricing clear and fair for the product? Why or why not?**

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