

It's time to calculate your costs; figure out what you will charge your customers; and see what your potential profits will be.

First, use the SUPPLY PRICE LIST to calculate the cost per foot of your media & ink (*these prices do not account for the discount you received as a STEP school, so your actual cost will be slightly lower*):

**MATTE PAPER**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**GLOSSY PAPER**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**LAWN SIGN\***

Cost per 24"x18" sign: \_\_\_\_\_

**BANNER VINYL**

Cost per 40' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**"CHARLIE" ADHESIVE**

Cost per 100' roll: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

**INK\*\***

Cost per cartridge: \_\_\_\_\_

Cost per linear foot: \_\_\_\_\_

\*You will need to add the cost of "Charlie" to the cost of a lawn sign in order to calculate the total cost to make a lawn sign for a customer.

\*\*The cost per cartridge of ink should be calculated based on the full set of ink cost for the correct size ink cartridges purchased by your school (either 130ml or 300ml). To figure out the cost per foot you will need to use the approximate yield #s provided on the supply price list to calculate a low-high range.

*Example: 130ml set of ink costs \$570. The set yields 200-500 posters. The average poster is 1.5 to 3 linear feet. So the range for cost per linear foot is between \_\_\_\_\_ to \_\_\_\_\_*

**24" eColor System** (Only use this form if you have a 24" eColor Printer)

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Charge to Customers</b>	<b>Potential Profit</b>
18" x 24"	Matte Paper			
24" x 24"	Matte Paper			
24" x 36"	Matte Paper			
24" x 48"	Matte Paper			
24" x 60"	Matte Paper			
18" x 24"	Glossy Paper			
24" x 24"	Glossy Paper			
24" x 36"	Glossy Paper			
24" x 48"	Glossy Paper			
24" x 60"	Glossy Paper			
24" x 60"	Banner Vinyl			
24" x 72"	Banner Vinyl			
24" x 96"	Banner Vinyl			
24" x 120"	Banner Vinyl			
24" x 12"	"Charlie"			
24" x 18"	"Charlie"			
24" x 24"	"Charlie"			
24" x 36"	"Charlie"			
12" x 18"	Lawn Sign			
24" x 18"	Lawn Sign			

**STEP 5: Final Draft**

On the next page you will summarize everything you brainstormed and fill out the expenses/charges/profit table to finalize your business plan.

**36" eColor System** (Only use this form if you have a 36" eColor Printer)

<b>Poster/Banner Size</b>	<b>Media Type</b>	<b>Approximate Cost</b>	<b>Charge to Customers</b>	<b>Potential Profit</b>
18" x 24"	Matte Paper			
36" x 24"	Matte Paper			
36" x 36"	Matte Paper			
36" x 48"	Matte Paper			
36" x 60"	Matte Paper			
18" x 24"	Glossy Paper			
36" x 24"	Glossy Paper			
36" x 36"	Glossy Paper			
36" x 48"	Glossy Paper			
36" x 60"	Glossy Paper			
36" x 60"	Banner Vinyl			
36" x 72"	Banner Vinyl			
36" x 96"	Banner Vinyl			
36" x 120"	Banner Vinyl			
36" x 12"	"Charlie"			
18" x 24"	"Charlie"			
36" x 24"	"Charlie"			
36" x 36"	"Charlie"			
12" x 18"	Lawn Sign			
24" x 18"	Lawn Sign			

**STEP 5: Final Draft**

On the next page you will summarize everything you brainstormed and fill out the expenses/charges/profit table to finalize your business plan.