

Pricing Worksheet: Markup, Profit Margin & Competitive Pricing

Name: _____ Date: _____

Part 1: Cost Breakdown (COGS)

Fill in the chart using the sample products and calculate the total cost of goods sold.

Item	Paper Cost	Ink Cost	Labor Cost	Total COGS
Poster	\$2.00	\$1.50	\$4.00	
Banner	\$4.50	\$2.00	\$5.50	
Event Flyer	\$1.00	\$0.75	\$2.00	

Part 2: Markup Calculations

Use the formula:

$$\text{Selling Price} = \text{COGS} + (\text{COGS} \times \text{Markup \%})$$

Item	Total COGS	Markup %	Markup \$	Selling Price
Poster		50%		
Banner		60%		
Event Flyer		40%		

Part 3: Profit Margin

Use the formula:

$$\text{Profit Margin} = (\text{Profit} \div \text{Selling Price}) \times 100$$

Item	Selling Price	Total COGS	Profit	Profit Margin %
Poster				
Banner				
Event Flyer				

Turn paper over

Part 4: Competitive Pricing Comparison

Research or estimate competitor prices. Then reflect:

1. What do local or online companies charge for similar products?

Poster = _____ Banner = _____ Flyer = _____

2. Are your prices higher or lower? Why?

3. Would you adjust your price? What would you charge and why?
