

MARK-UP VS. MARGIN

To Achieve This Profit Margin	Add This Markup to Your Cost	Product Cost	Retail Price
50%	100%	\$10.00	\$20.00
45%	81.8%	\$10.00	\$18.18
40%	66.7%	\$10.00	\$16.67
35%	53.8%	\$10.00	\$15.38
33%	50.0%	\$10.00	\$15.00
30%	42.9%	\$10.00	\$14.29
25%	33.3%	\$10.00	\$13.33
20%	25.0%	\$10.00	\$12.50
15%	17.7%	\$10.00	\$11.77
10%	11.1%	\$10.00	\$11.11



Mark-up= Profit Divided by Product Cost

Margin= Profit Divided by Retail Price