YOUR FULL VALUE PRICING TOOL

Please ENTER THE COMPANY NAME here (Outcome page) **Enter Activity Name is 'Outcome'**

SET A LIST PRICE OR MARKED PRICE BY CATEGORY

For additional help notes, Click Here

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CATEGORY	SALES VALUE	SHARE OF SALES	COST OF GOODS	ORIGINAL MARK-UPS	TRY NEW MARK-UPS	EXTRA GROSS PROFIT
Select the main categories of goods yourself, and enter the category names in the column below.. Categorize your sales into only about six or eight categories. There is room for twelve if you need them, but too many make it more complex later. Use the same trading period for all the figures you use in this page.	Enter the sales value for each category from your accounts records	The share of sales for each category is calculated automatically in the column below.	Enter the Cost of Goods Sold for each category for the same period you used for the sales value. **Usually, this is NOT the same as purchases for the period**	The present actual mark-up you are achieving for each category, is calculated automatically in the column below.	Try new, achievable, mark-ups. Enter your suggestions here, and keep changing them until get the best overall result. Your new, overall mark-up shows in the window below.	The extra gross profit you will earn on each category is calculated below. In most cases, this will also translate directly into net profit.
Totals						

If you apply your new mark-ups, your overall mark-up

Your Marketing & Sales efforts will have to support your new

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