***All products must be priced.***

If the manufacturer has a suggested retail price than this is a good starting point.

Before setting pricing on new product be sure to check all competition within the trading area within an hour radius), Including our wholesale customers so that we are ensuring a competitive price while also making sure we are getting the most out of our products as we can. *(All costs must also include shipping with a small amount of buffer to protect against cost or shipping* *fluctuation)*

**There is a fine line between too little and too much, too little and we don’t cover our costs and lose money, too much and we are not competitive, so people are not buying our products and we lose money.**

*Pricing Guidelines based on item size* **[Note: this is only a general guideline, prices must be set in a way that makes us competitive based on comparable products in the trading area)**

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| --- | --- |
| **Under $5** | Try for 50% margin (100% markup) |
| **$10** | 40% - 50% margin  |
| **$20** | 35% - 50% margin |
| **$50-$100** | 30% - 50% margin |
| **$200** | 30% - 45% margin |
| **$500** | 20% - 40% margin |
| **$1000** | 20% - 35% margin |

*Price checking must be consistent (daily), we must always be checking our competition for price changes, so we know whether we need to go down or up in pricing.*

Signed:

Name (print) Title Signature Date

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