# Gross Profit Markup Reference Guide

Are you really making the gross profit percent you need to make? To help figure out what you need to make, please see reference guide below.

<table>
<thead>
<tr>
<th>To Make:</th>
<th>Divide your cost by:</th>
<th>OR</th>
<th>Multiply your cost by:</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.0%</td>
<td>0.9</td>
<td></td>
<td>1.1111</td>
</tr>
<tr>
<td>15.0%</td>
<td>0.85</td>
<td></td>
<td>1.1765</td>
</tr>
<tr>
<td>20.0%</td>
<td>0.8</td>
<td></td>
<td>1.25</td>
</tr>
<tr>
<td>25.0%</td>
<td>0.75</td>
<td></td>
<td>1.3333</td>
</tr>
<tr>
<td>30.0%</td>
<td>0.7</td>
<td></td>
<td>1.4285</td>
</tr>
<tr>
<td>33.333%</td>
<td>0.66666</td>
<td></td>
<td>1.5</td>
</tr>
<tr>
<td>35.0%</td>
<td>0.65</td>
<td></td>
<td>1.5385</td>
</tr>
<tr>
<td>40.0%</td>
<td>0.6</td>
<td></td>
<td>1.6666</td>
</tr>
<tr>
<td>45.0%</td>
<td>0.55</td>
<td></td>
<td>1.8182</td>
</tr>
<tr>
<td>50.0%</td>
<td>0.5</td>
<td></td>
<td>2.0</td>
</tr>
<tr>
<td>55.0%</td>
<td>0.45</td>
<td></td>
<td>2.2222</td>
</tr>
<tr>
<td>60.0%</td>
<td>0.4</td>
<td></td>
<td>2.5</td>
</tr>
<tr>
<td>65.0%</td>
<td>0.35</td>
<td></td>
<td>2.8572</td>
</tr>
<tr>
<td>66.666%</td>
<td>0.33333</td>
<td></td>
<td>3.0</td>
</tr>
<tr>
<td>70.0%</td>
<td>0.3</td>
<td></td>
<td>3.3333</td>
</tr>
<tr>
<td>75.0%</td>
<td>0.25</td>
<td></td>
<td>4.0</td>
</tr>
<tr>
<td>80.0%</td>
<td>0.2</td>
<td></td>
<td>5.0</td>
</tr>
<tr>
<td>85.0%</td>
<td>0.15</td>
<td></td>
<td>6.6666</td>
</tr>
<tr>
<td>90.0%</td>
<td>0.1</td>
<td></td>
<td>10.0</td>
</tr>
<tr>
<td>95.0%</td>
<td>0.05</td>
<td></td>
<td>20.0</td>
</tr>
</tbody>
</table>

**Example 1:**
- To Make: 35%
- Your cost: $100
- **Divide** by: **0.65**
- Selling Price: **$153.85**

**Example 2:**
- To Make: 35%
- Your cost: $100
- **Multiply** by: **1.5385**
- Selling Price: **$153.85**

*Which is easier to remember?*