

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.

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

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?