

Product Cost Analysis Worksheet

Base price of product from Vendor	
Add shipping	
Equals Total Wholesale Cost	
Your Markup	
Equals What Your Customer Pays	
Deduct Credit Card Fees (about 2.5% of what your customer pays)	
Equals Net Revenue	
Deduct Total Wholesale Cost	
Equals Your Profit	
Determine Profit Margin (Profit divided by Net Revenue)	

