

PRODUCT DEFINITION WORKSHEET

1. Choose one vendor to start with.	
2. What kind of product will you sell? Pick just one to start.	
3. What images will you use? Pick just 3-5 to start. They should work together as a series.	
4. Where will you ship? US only? US & Canada? Entire world? Shipping costs will reflect this decision.	
5. What is the base price of your product? This is what you pay the vendor (before shipping) for the product. The "wholesale" price.	
6. What is the shipping cost?	
7. What is your markup? This is the amount you will add to the wholesale cost. You should cover the wholesale cost and any other expenses, like shipping and then add in a profit.	
8. What is your profit margin percentage? We will discuss this in class.	
9. What is the final amount your customer will pay? Break this down by product + tax + shipping.	