

PRICING ANALYSIS



Gross Revenue 2011-12	\$1,000,000.00
Gross Revenue P/M	\$83,333.33
Gross Revenue P/W	\$19,230.77

Unit/Service selling price	\$2,690.00
Unit / Service cost	\$1,245.84

Data INPUT

This model does not recognize any (VC) variable cost which might occur due to fluctuations in sales volume. Variable cost is critical in forecasting the earnings generated by various changes in business activities and thus the financial impact of proposed marketing campaigns.

	%
GST	10

GP P/M (GST Incl.)	\$44,738.54
NP P/M GST Excl.	\$37,162.78



A	B	C	D	E	F	G	H	I	J	K	L	M	N
Unit Selling Price incl. GST if discounted by H %	Unit Purchasing Price	NP per unit (GST Excl.)	Total No# Of units to sell to = NP P/M	X No# Of extra units to sell to = NP P/M if discounted by H	GP margin if discounted by H %	to increase sales volume (No# of units) by %	If unit discount by %	IF discounted by H GP cut per unit by \$	NP P/M (GST Excl.)	Gross Revenue to equal desired NP if discounted by H %	To increase sales volume by \$X if discounted by H%	NP margin if discounted by H %	To increase sales volume \$ by % if discounted by H%
\$2,690.00	\$1,245.84	\$1,199.61	30.98		54%				\$37,162.78	\$83,333.33		44.60	
\$2,555.50	\$1,245.84	\$1,077.34	34.49	3.52	51%	11%	5%	\$134.50	\$37,162.78	\$88,151.67	\$4,818.34	42.16	6%
\$2,421.00	\$1,245.84	\$955.07	38.91	7.93	49%	26%	10%	\$269.00	\$37,162.78	\$94,203.75	\$10,870.42	39.45	13%
\$2,286.50	\$1,245.84	\$832.80	44.62	13.65	46%	44%	15%	\$403.50	\$37,162.78	\$102,032.98	\$18,699.65	36.42	22%
\$2,152.00	\$1,245.84	\$710.52	52.30	21.32	42%	69%	20%	\$538.00	\$37,162.78	\$112,556.85	\$29,223.52	33.02	35%
\$2,017.50	\$1,245.84	\$588.25	63.18	32.20	38%	104%	25%	\$672.50	\$37,162.78	\$127,455.66	\$44,122.33	29.16	53%
\$1,883.00	\$1,245.84	\$465.98	79.75	48.77	34%	157%	30%	\$807.00	\$37,162.78	\$150,173.37	\$66,840.04	24.75	80%
\$1,748.50	\$1,245.84	\$343.71	108.12	77.14	29%	249%	35%	\$941.50	\$37,162.78	\$189,054.67	\$105,721.34	19.66	127%
\$1,614.00	\$1,245.84	\$221.43	167.83	136.85	23%	442%	40%	\$1,076.00	\$37,162.78	\$270,875.62	\$187,542.29	13.72	225%
\$1,479.50	\$1,245.84	\$99.16	374.78	343.80	16%	1110%	45%	\$1,210.50	\$37,162.78	\$554,480.97	\$471,147.64	6.70	565%
\$1,345.00	\$1,245.84	-\$23.11	-1,607.89	-1,638.87	7%	-5290%	50%	\$1,345.00	\$37,162.78	-\$2,162,615.38	-\$2,245,948.71	-1.72	-2695%



GP	Gross Profit	P/M	Per Month	GST Incl.	GST Included	VC	Variable cost
NP	Net Profit	GST	Tax	GST Excl.	GST Excluded	Unit	Product / Service

#REF!

#REF! *product cost must not be more than D47 and that is mark 25% to sell on B4*

#REF!

Enter data

\$2,690	975	100%
116%	25	116%

216%

