

FINANCIAL IMPACT OF PRICE INCREASE CHEATSHEET

The table below indicates the how much work you'd have to lose with increases in price before you made less gross profit.

YOUR CURRENT GROSS PROFIT MARGIN %

	20%	25%	30%	35%	40%	45%	50%
2%	9%	7%	6%	5%	5%	4%	4%
4%	17%	14%	12%	10%	9%	8%	7%
6%	23%	19%	17%	15%	13%	12%	11%
8%	29%	24%	21%	19%	17%	15%	14%
10%	33%	29%	25%	22%	20%	18%	17%
12%	38%	32%	29%	26%	23%	21%	19%
14%	41%	36%	32%	29%	26%	24%	22%
16%	44%	39%	35%	31%	29%	26%	24%
18%	47%	42%	38%	34%	31%	29%	26%
20%	50%	44%	40%	36%	33%	31%	29%
24%	56%	50%	45%	42%	38%	36%	33%
30%	60%	55%	50%	46%	43%	40%	38%

HOW MUCH YOU INCREASE YOUR PRICES %

EXAMPLE

For example, if your margin is **30% (BLUE row)** and you increase your price by **10% (BLACK column)**, you could afford to lose **25% (YELLOW area)** of your sales volume and still maintain the same amount of Gross Profit.