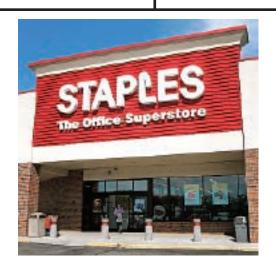
Making Sales

Determining price involves several factors.

Helpful Sales Formulas



Markdown and Markdown Rate

Markdown = Regular Selling Price = Sale Price

Markdown Rate = Markdown Rate

Regular Selling Price



Net Profit and Net-Profit Rate

 $\begin{aligned} \text{Net Profit} &= \text{Markup} - \text{Overhead} \\ \text{Net Profit Rate} &= \underbrace{\text{Net Profit}}_{\text{Selling Price}} \end{aligned}$



Markup and Markup Rate

 $\begin{aligned} & \text{Markup} = \text{Regular Selling Price Sale} \\ & \text{Markup Rate} = \underbrace{\text{Markdown}}_{\text{Selling Price}} \end{aligned}$