Chapter 27 Pricing Math

Section 27.1 Calculating Prices

Section Graphic Organizer

Directions Use the chart to insert the formula for calculating a retail price in the middle circle. Use outer circles to note other formulas.

$$\frac{\text{Markup (MU)(\$)}}{\text{RP}} = \text{MU(\%) retail}$$

Basic Pricing Formula
Cost (C) + markup (MU) = retail price (RP)