Markup and Margin Pricing Sheet

How-to guide: what the workbook does, how to use it and what every number means. mfgcalcs.com



Markup and Margin Pricing Sheet

Price every product at its markup, see the margin that really gives, and the price and markup a target margin needs.

For: Estimators, sales and pricing teams, finance and owners of manufacturing and distribution businesses setting prices from cost.

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Quick start

1. On Setup, type your company and currency, and the near band.
2. On Lines, give each product or quote line a row: unit cost, markup, target margin and quantity.
3. Fix anything the Check column names.
4. Open the Dashboard: margin against target for every line, and the markup each target margin needs.

What is in the workbook

Start Here	Read this first: what the workbook does and how to use it.
Setup	Company, currency and the near band.
Lines	One row per product or quote line: cost, markup, target margin and quantity in; prices, margins, revenue and profit out.
Dashboard	The margin every line's markup really gives against its target, and the price and markup the target needs.
Method	How every number is calculated, with assumptions, limits and sources.
Verify	Self-check: the workbook's formulas recomputed on fixed inputs against an independent reference.

What each number means

Quantity	How it is calculated	Units
Markup price	Unit cost x (1 + markup).	currency
Margin at markup price	(Markup price - unit cost) / markup price.	%
Target price and markup for target	Unit cost / (1 - target margin); (target price - cost) / cost.	currency, %
Price gap and status	Markup price - target price; On target at or above it, Near target within the near band, Below target further under.	currency, -
Revenue, revenue at target and gross profit	Price x quantity at each price; (markup price - cost) x quantity.	currency

Quantity	How it is calculated	Units
Conversion	Margin = markup / (1 + markup); markup = margin / (1 - margin).	%

Assumptions, limitations, sources and the self-check (the Verify sheet, which recomputes the workbook's formulas on fixed test inputs) are in the workbook. The last page shows the Dashboard with the example data for Calder Machine Works, a fictional business.

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Engineering estimates for planning and improvement work. Verify the results against your own process, data and standards before you rely on them.

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The margin every line's markup really gives against its target, and the price and markup the target needs.

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Calder Machine Works (example): 8 lines. Amounts in USD.

LINES	REVENUE	GROSS PROFIT	LINES BELOW TARGET MARGIN
8	152,899	44,509	3
Rows with a markup price	Markup price x quantity	(Price - cost) x quantity	Markup price under the near band

Margin at markup price against target



Price gap to the target-margin price

