

Sales Increase Needed to Earn Same Gross Profit

Current Gross Profit						
Price Cut	10%	15%	20%	25%	30%	40%
1%	11.1%	7.1%	5.3%	4.2%	3.4%	2.6%
2	25.0	15.4	11.1	8.7	7.1	5.3
3	42.8	25.0	17.6	13.6	11.1	8.1
4	66.6	36.4	25.0	19.0	15.4	11.1
5	100.0	50.0	33.3	25.0	20.0	14.3
6	150.0	66.7	42.9	31.6	25.0	17.6
7	233.3	87.5	53.8	38.9	30.4	21.2
8	400.0	114.3	66.7	47.1	36.4	25.0
9	1000.0	150.0	81.8	56.3	42.9	29.0
10		200.0	100.0	66.7	50.0	33.3
15			300.0	150.0	100.0	60.0
20				400.0	200.0	100.0
25					500.0	166.7

Courtesy of Morgan Marketing Solutions, Inc.
www.morganmarketingsolutions.com
 972.931.7993