

MARGINS & MARK UPS

Mark-up is based on the cost price of the goods. Margin is based on the selling price of the goods.

MARK UP	MARGIN
% of Cost	% of Selling Price
5	5
10	9
15	13
20	17
25	20
30	23
35	26
40	29
45	31
50	33
55	35
60	38
65	39
70	41
75	43
80	44
85	46
90	47
95	49
100	50
105	51
110	52
115	53
120	55

Determining Mark-up

Using the table, locate your present or desired margin percentage in the right-hand column. The left-hand column shows the mark-up percentage required to be added to your cost price to achieve this.

Calculate Mark-up

If you want a margin of 35%, how much must you mark-up your cost price? 53.9%