

Pricing decision sheet

Choose the calculation for your question. Synthetic USD examples; targets are chosen inputs, not recommended prices.

Start with one scope. Item, order or period: _____

Included costs: _____ Omitted costs: _____

Count each amount once. Costs already inside landed cost must not be added again.

Your decision	Use	Inputs -> answer
Allocate shipment costs	Landed Cost	Quantities, supplier costs, shared charges and a stated basis -> reconciled SKU and unit costs.
Add a percentage to cost	Markup	Included cost + markup on cost -> cent-rounded price and achieved percentages.
Meet a margin on price	Profit Margin	Included cost + margin target -> minimum whole-cent price. Cost scope determines profit scope.
Check both channel margins	Wholesale	Maker cost/target + known retail price/retailer target -> shared wholesale range or gap.
Review a promotion	Discount then Profit Margin	Original price + discounts -> sale price. Recheck margin using that price and the same costs.
Calculate eligible commission	Commission	Actual plan + eligible sales + one period -> flat/marginal commission and statement. Eligibility is yours to establish.
Extract a known receipt base	Reverse Sales Tax	Tax-inclusive total + known rate -> allocated base/tax and a forward rounding check. No rate lookup.

One checked handoff

A: 10 units at \$10; B: 10 at \$20. Allocate \$30 freight by goods value: A gets \$10, B \$20. Landed unit costs: **\$11 and \$22**; shipment total **\$330**.

For A, add \$1 packaging once: **\$12** included cost. A 25% markup gives **\$15**; a 40% margin gives **\$20**. These are alternative targets.

With \$12 maker cost, chosen 40% maker margin, \$40 retail and chosen 35% retailer margin, wholesale range = **\$20-\$26**. At a \$24 quote, maker margin is 50%; retailer margin is 40%.

Discount retail 10% to \$36: margin on \$24 wholesale cost = 33.33%. A flat 5% commission on eligible \$36 is \$1.80. Include it once: costs \$25.80, margin 28.33%. Known 8.25% tax adds \$2.97: receipt **\$38.97**.

Boundary: price-dependent fees need their own treatment; do not guess a commission before solving a price. Eligibility, tax treatment, demand and payment timing are not inferred. Omitted expenses stay omitted.

Method references: [SEC: financial statements](#) · [Shopify: product pricing](#) · [Washington DOR: tax-inclusive price](#). DOR context is jurisdiction-specific. BiznTools methods define supported models and rounding. Examples independently checked; no endorsement claimed.