



Discounting

| If your current gross margin is | 20% | 25% | 30% | 35% | 40% | 45% | 50% | 55% | 60% |
|---------------------------------|---|------|------|------|------|------|------|------|------|
| And you reduce your price by | To produce the same profit your sales volume must increase by | | | | | | | | |
| 10% | 100% | 67% | 50% | 40% | 33% | 29% | 25% | 22% | 20% |
| 12% | 150% | 92% | 67% | 52% | 43% | 36% | 32% | 28% | 25% |
| 14% | 233% | 127% | 88% | 67% | 54% | 45% | 39% | 34% | 30% |
| 16% | 400% | 178% | 114% | 84% | 67% | 55% | 47% | 41% | 36% |
| 18% | 900% | 257% | 150% | 106% | 82% | 67% | 56% | 49% | 43% |
| 20% | | 400% | 200% | 133% | 100% | 80% | 67% | 57% | 50% |
| 25% | | | 500% | 250% | 167% | 125% | 100% | 83% | 1% |
| 30% | | | | 600% | 300% | 200% | 150% | 120% | 100% |

Increasing your pricing

| If your current gross margin is | 20% | 25% | 30% | 35% | 40% | 45% | 50% | 55% | 60% |
|---------------------------------|---|-----|-----|-----|-----|-----|-----|-----|-----|
| And you increase your price by | To produce the same profit your sales volume must reduce by | | | | | | | | |
| 10% | 33% | 29% | 25% | 22% | 20% | 18% | 17% | 15% | 14% |
| 12% | 38% | 32% | 29% | 26% | 23% | 21% | 19% | 18% | 17% |
| 14% | 41% | 36% | 32% | 29% | 26% | 24% | 22% | 20% | 19% |
| 16% | 44% | 36% | 35% | 31% | 29% | 26% | 24% | 23% | 21% |
| 18% | 47% | 45% | 38% | 34% | 31% | 29% | 26% | 25% | 23% |
| 20% | 50% | 44% | 40% | 36% | 33% | 31% | 29% | 27% | 25% |
| 25% | 56% | 50% | 45% | 42% | 38% | 36% | 33% | 31% | 29% |
| 30% | 60% | 55% | 50% | 46% | 43% | 40% | 38% | 35% | 33% |