Retail Price & Commission — Simple Notes Retail Price (RP): The price printed on the product that the customer pays in the shop. **Commission:** A percentage of the retail price given by the producer to the retailer for selling the product. **Example:** Retail Price = ■200 Commission = 20% Commission amount = 20% of 200 = ■40 Retailer keeps ■40 Producer receives = 200 − 40 = ■160 (Producer's Selling Price) **Key meanings:** - "Reduced BY 24%" → subtract 24 from the original value. Example: 36% commission reduced BY 24% = 12% - "Reduced TO 24%" → final value becomes 24%. Example: 36% commission reduced TO 24% = 24% **Solved Example Summary:** Original commission = 36% Producer receives = 64% of RP Profit = 8.8% New commission (reduced BY 24%) = 12% Producer receives = 88% of RP New Profit ≈ 49.6%