

The original problem is below. Let  $s$  be the selling price of the item, then Joe keeps 30% for himself and uses 70% to pay the distributor. Since he pays the distributor \$4.34 we know that  $.70s = 4.34$ . Dividing both sides by  $.70$  yields  $s = \$6.20$ .

### The Price is Right

Joe runs a convenience store. His business model is that for every item sold he keeps 30% of the selling price for his own expenses and used the rest to pay the distributor for the item. If the distributor charges \$4.34 for an item, what price should Joe charge his customers?