

Rules Of Marketing

- **Markup percentage on cost** = $\frac{\text{dollar markup}}{\text{cost}}$
- **Markup percentage on selling price** = $\frac{\text{dollar markup}}{\text{selling price}}$
- $P = \text{cost} + (\text{percentage of markup} \times P)$
- $P = \frac{\text{cost}}{1 - \text{percentage of markup}}$
- $P = \text{cost} + (\text{percentage of markup} \times \text{Total cost})$
- $P (\text{Based on cost}) = TC + \text{Markup on cost}$
- $TC = FC + VC = (FC/\text{unit}) + (VC/\text{unit})$
- $FC/\text{unit} = \frac{TFC}{Q}$
- $\text{Price} = \text{Total cost/unit} + 25\% \text{ on the cost (Mark up)}$
- $P = TC + (\% \text{ markup} \times \text{selling price})$
- $\text{ROI price} = \text{unit cost} + \frac{\text{ROI} \times \text{investment}}{\text{unit sales}}$
- $\text{Break even volume} = \frac{\text{fixed costs}}{\text{price} - \text{unit variable cost}}$
- $\text{contribution margin} = \frac{\text{the unit contribution}}{\text{price}} = \frac{\text{price} - \text{variable cost}}{\text{price}}$
- $\text{Contribution margin} = \frac{\text{total sales} - \text{total variable costs}}{\text{total sales}}$
- $\text{BE sales} = \frac{\text{fixed costs}}{\text{Contribution margin}}$