

Sheet1

Revenue	Cost	Profit
\$100.00	\$90.00	\$10.00

Markup %	Markup Ratio	Margin %	Margin Ratio
11.11%	0.1111	10.00%	0.1000

Markup is ratio of profit to
sale price / cost

Margin is ratio of profit to
purchase price / revenue

Original Profit
\$10.00

% Loss	New Profit	% Decrease	% Difference from Original Profit to New Profit	% Increase Needed to go from New Profit Back to Original Profit	Original Profit
-1.00%	\$9.90	1.000%	1.005%	1.010%	\$10.00
-2.00%	\$9.80	2.000%	2.020%	2.041%	\$10.00
-3.00%	\$9.70	3.000%	3.046%	3.093%	\$10.00
-4.00%	\$9.60	4.000%	4.082%	4.167%	\$10.00
-5.00%	\$9.50	5.000%	5.128%	5.263%	\$10.00
-6.00%	\$9.40	6.000%	6.186%	6.383%	\$10.00
-7.00%	\$9.30	7.000%	7.254%	7.527%	\$10.00
-8.00%	\$9.20	8.000%	8.333%	8.696%	\$10.00
-9.00%	\$9.10	9.000%	9.424%	9.890%	\$10.00
-10.00%	\$9.00	10.000%	10.526%	11.111%	\$10.00
-11.00%	\$8.90	11.000%	11.640%	12.360%	\$10.00
-12.00%	\$8.80	12.000%	12.766%	13.636%	\$10.00
-13.00%	\$8.70	13.000%	13.904%	14.943%	\$10.00
-14.00%	\$8.60	14.000%	15.054%	16.279%	\$10.00
-15.00%	\$8.50	15.000%	16.216%	17.647%	\$10.00
-16.00%	\$8.40	16.000%	17.391%	19.048%	\$10.00
-17.00%	\$8.30	17.000%	18.579%	20.482%	\$10.00
-18.00%	\$8.20	18.000%	19.780%	21.951%	\$10.00
-19.00%	\$8.10	19.000%	20.994%	23.457%	\$10.00
-20.00%	\$8.00	20.000%	22.222%	25.000%	\$10.00
-21.00%	\$7.90	21.000%	23.464%	26.582%	\$10.00
-22.00%	\$7.80	22.000%	24.719%	28.205%	\$10.00
-23.00%	\$7.70	23.000%	25.989%	29.870%	\$10.00
-24.00%	\$7.60	24.000%	27.273%	31.579%	\$10.00
-25.00%	\$7.50	25.000%	28.571%	33.333%	\$10.00
-26.00%	\$7.40	26.000%	29.885%	35.135%	\$10.00
-27.00%	\$7.30	27.000%	31.214%	36.986%	\$10.00
-28.00%	\$7.20	28.000%	32.558%	38.889%	\$10.00
-29.00%	\$7.10	29.000%	33.918%	40.845%	\$10.00
-30.00%	\$7.00	30.000%	35.294%	42.857%	\$10.00
-31.00%	\$6.90	31.000%	36.686%	44.928%	\$10.00
-32.00%	\$6.80	32.000%	38.095%	47.059%	\$10.00
-33.00%	\$6.70	33.000%	39.521%	49.254%	\$10.00
-34.00%	\$6.60	34.000%	40.964%	51.515%	\$10.00
-35.00%	\$6.50	35.000%	42.424%	53.846%	\$10.00
-36.00%	\$6.40	36.000%	43.902%	56.250%	\$10.00
-37.00%	\$6.30	37.000%	45.399%	58.730%	\$10.00
-38.00%	\$6.20	38.000%	46.914%	61.290%	\$10.00
-39.00%	\$6.10	39.000%	48.447%	63.934%	\$10.00
-40.00%	\$6.00	40.000%	50.000%	66.667%	\$10.00
-41.00%	\$5.90	41.000%	51.572%	69.492%	\$10.00
-42.00%	\$5.80	42.000%	53.165%	72.414%	\$10.00
-43.00%	\$5.70	43.000%	54.777%	75.439%	\$10.00
-44.00%	\$5.60	44.000%	56.410%	78.571%	\$10.00
-45.00%	\$5.50	45.000%	58.065%	81.818%	\$10.00
-46.00%	\$5.40	46.000%	59.740%	85.185%	\$10.00
-47.00%	\$5.30	47.000%	61.438%	88.679%	\$10.00
-48.00%	\$5.20	48.000%	63.158%	92.308%	\$10.00
-49.00%	\$5.10	49.000%	64.901%	96.078%	\$10.00

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-50.00%	\$5.00	50.000%	66.667%	100.000%	\$10.00
-51.00%	\$4.90	51.000%	68.456%	104.082%	\$10.00
-52.00%	\$4.80	52.000%	70.270%	108.333%	\$10.00
-53.00%	\$4.70	53.000%	72.109%	112.766%	\$10.00
-54.00%	\$4.60	54.000%	73.973%	117.391%	\$10.00
-55.00%	\$4.50	55.000%	75.862%	122.222%	\$10.00
-56.00%	\$4.40	56.000%	77.778%	127.273%	\$10.00
-57.00%	\$4.30	57.000%	79.720%	132.558%	\$10.00
-58.00%	\$4.20	58.000%	81.690%	138.095%	\$10.00
-59.00%	\$4.10	59.000%	83.688%	143.902%	\$10.00
-60.00%	\$4.00	60.000%	85.714%	150.000%	\$10.00
-61.00%	\$3.90	61.000%	87.770%	156.410%	\$10.00
-62.00%	\$3.80	62.000%	89.855%	163.158%	\$10.00
-63.00%	\$3.70	63.000%	91.971%	170.270%	\$10.00
-64.00%	\$3.60	64.000%	94.118%	177.778%	\$10.00
-65.00%	\$3.50	65.000%	96.296%	185.714%	\$10.00
-66.00%	\$3.40	66.000%	98.507%	194.118%	\$10.00
-67.00%	\$3.30	67.000%	100.752%	203.030%	\$10.00
-68.00%	\$3.20	68.000%	103.030%	212.500%	\$10.00
-69.00%	\$3.10	69.000%	105.344%	222.581%	\$10.00
-70.00%	\$3.00	70.000%	107.692%	233.333%	\$10.00
-71.00%	\$2.90	71.000%	110.078%	244.828%	\$10.00
-72.00%	\$2.80	72.000%	112.500%	257.143%	\$10.00
-73.00%	\$2.70	73.000%	114.961%	270.370%	\$10.00
-74.00%	\$2.60	74.000%	117.460%	284.615%	\$10.00
-75.00%	\$2.50	75.000%	120.000%	300.000%	\$10.00
-76.00%	\$2.40	76.000%	122.581%	316.667%	\$10.00
-77.00%	\$2.30	77.000%	125.203%	334.783%	\$10.00
-78.00%	\$2.20	78.000%	127.869%	354.545%	\$10.00
-79.00%	\$2.10	79.000%	130.579%	376.190%	\$10.00
-80.00%	\$2.00	80.000%	133.333%	400.000%	\$10.00
-81.00%	\$1.90	81.000%	136.134%	426.316%	\$10.00
-82.00%	\$1.80	82.000%	138.983%	455.556%	\$10.00
-83.00%	\$1.70	83.000%	141.880%	488.235%	\$10.00
-84.00%	\$1.60	84.000%	144.828%	525.000%	\$10.00
-85.00%	\$1.50	85.000%	147.826%	566.667%	\$10.00
-86.00%	\$1.40	86.000%	150.877%	614.286%	\$10.00
-87.00%	\$1.30	87.000%	153.982%	669.231%	\$10.00
-88.00%	\$1.20	88.000%	157.143%	733.333%	\$10.00
-89.00%	\$1.10	89.000%	160.360%	809.091%	\$10.00
-90.00%	\$1.00	90.000%	163.636%	900.000%	\$10.00
-91.00%	\$0.90	91.000%	166.972%	1011.111%	\$10.00
-92.00%	\$0.80	92.000%	170.370%	1150.000%	\$10.00
-93.00%	\$0.70	93.000%	173.832%	1328.571%	\$10.00
-94.00%	\$0.60	94.000%	177.358%	1566.667%	\$10.00
-95.00%	\$0.50	95.000%	180.952%	1900.000%	\$10.00
-96.00%	\$0.40	96.000%	184.615%	2400.000%	\$10.00
-97.00%	\$0.30	97.000%	188.350%	3233.333%	\$10.00
-98.00%	\$0.20	98.000%	192.157%	4900.000%	\$10.00
-99.00%	\$0.10	99.000%	196.040%	9900.000%	\$10.00