## Cost of Production Estimate

Nexus Inc. Quarter 6

## **YOUR TASK**

Before you revise your prices, consider the production cost for each brand.

If you have any new brands, look closely at the projected costs for the quantities that you expect to sell this quarter.

## **DECISION TIP**

Your selling price should be substantially greater than your production cost in order to pay for all of your marketing and overhead expenses, and provide a profit.