**Profit Margin:**

Profit margin = (Revenue - COGS)/Revenue

If we predict to sale 1000 units of jams at the price of Rs.150 per unit, then

Total sales = 1000\*150 = 150000

And we can predict that total Cost of goods sold is 100000, then

Profit margin will be (150000 - 50000)/50000 = 25 %

**Target Costing:**

As per market analysis we can see most people are willing to pay Rs.100 or less for jam which is 45.5% of total responses. 28.8% will spend Rs. 250 or less. We can see most people are not willing to pay more than Rs.250 as consumers maximum frequency to consume jam is once a week. Only 12.1 % are willing to pay more than Rs.250 or more and 13.6 % would spend 20 or less to buy jam. So, we decided to sell the jams at the price of Rs.150 per 150 gm bottle jar most people are willing to buy 90 gm to 200gm of jam and want to buy branded product but at an affordable price.

Target Cost = Rs. 150