1. Gwow % = (new value - old value) / old value

For Product A to Product K

We can get data for it

Exp:

Product B = 2016 to 2018 y.

Product B = (3,11 – 2.90)/ 2.90- = 0,07 %

1. Mark-up / Markup

Markup Amount = Net Selling Price – COGS

Overhead Percentage = Overhead Amount ÷ COGS \* 100

Exp:

Product B 2018 y.

(3,11 - 1,94)/ 1,94\*100 = Markup