

**Making Sales**

Determining price involves several factors.

**Helpful Sales Formulas**



**Markdown and Markdown Rate**

Markdown = Regular Selling Price - Sale Price

$$\text{Markdown Rate} = \frac{\text{Markdown}}{\text{Regular Selling Price}}$$



**Net Profit and Net-Profit Rate**

Net Profit = Markup - Overhead

$$\text{Net Profit Rate} = \frac{\text{Net Profit}}{\text{Selling Price}}$$



**Markup and Markup Rate**

Markup = Regular Selling Price - Sale Price

$$\text{Markup Rate} = \frac{\text{Markup}}{\text{Selling Price}}$$