

**Worksheet #19 – Pricing Calculations****Given:**

Expected selling price	\$ 4.00
Profit desired	50%
Variable costs	1.75
Fixed costs / week	150.00
Volume (units/week)	300
Competitor's price range	\$2.00 – \$6.00
Customer's price range	\$1.00 – \$4.00

**1. Cost based pricing****2. Competition pricing****3. Customer pricing****4. Break-even pricing**