

Worksheet #22 – Pricing Terminology

Match the definition with the term.

Term	Definition:
____ break-even	1. setting the sales price after analyzing cost, competition, and customers
____ gross margin	2. the difference between costs and selling price
____ mark-up	3. where you study the competition and customer to identify a price point to be competitive
____ pricing	4. percentage added to a cost to determine selling price
____ profit	5. the point at which sales equal cost
____ profit margin	6. return on investment
____ target pricing	7. difference between sales and the cost of goods