

Calculating the margin percentage for a single item

$$\text{Margin Percentage} = \frac{\text{Price minus Cost of unit}}{\text{Price}} \times 100\%$$

A box roadrunner trap costs **\$35** to buy, finish and package. It sells for **\$75**.

$$\mathbf{\$75 - \$35 = \$40} \quad \mathbf{\$40 \div \$75 = 0.53 \times 100\% = 53\%}$$

Your margin is one of the most important numbers you will need to know.