**Pricing Strategies Assignment KEY**

Lesson 3.03 ‐ Fees and Pricing (Researching and Setting)

Virtual Business

Fill in both the Total Sales Revenue and Price Per Unit columns with the correct answers. Use the formula (below) we covered in this lesson.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Cost to | Weekly | Weekly | Weekly | Total Sales | Price Per |
|  | Make | Operating | Projected | Target | Revenue | Unit |
|  |  | Expenses | Sales | Profit |  |  |
|  |  |  |  |  |  |  |
| Skirt | $12.00 | $50.00 | 8 | $30.00 | $176.00 | $14.67 |
|  |  |  |  |  |  |  |
| Coffee | $5.00 | $50.00 | 4 | $50.00 | $140.00 | $28.00 |
| Maker |  |  |  |  |  |  |
| Shoes | $7.50 | $50.00 | 20 | $700.00 | $900.00 | $120.00 |
|  |  |  |  |  |  |  |
| Watch | $13.80 | $50.00 | 5 | $500.00 | $619.00 | $44.86 |
|  |  |  |  |  |  |  |
| E-Reader | $6.00 | $50.00 | 15 | $300.00 | $440.00 | $73.33 |
|  |  |  |  |  |  |  |

(Cost to Make x Weekly Projected Sales) + Weekly Operating Expenses + Weekly Target Profit = Total Sales Revenue

Total Sales Revenue / Cost to Make = Price Per Unit