

**Business Partners:**

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- Main Product or Service to be offered by your company: \_\_\_\_\_

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- COST PER UNIT

Cookie Ingredients	#/Package	Package size	Package Price	#/Ingredient	Price/Each
Flour	2 c	8-c / bag	1 bag = 1 kg	¥ 17.8	8/2 = 4 ¥ 17.8/4 = ¥ 4.4
Sugar	1 c	10-c / bag	1 bag = 5 lbs	¥ 40	10/1 = 10 ¥ 40/10 = ¥ 4
Butter	¼ c	1 c / stick	1 stick = 220 g	¥ 21	1/(1/2) = 2 ¥ 21/2 = ¥ 11.5
Cocoa	¼ t	1-1/2 / bottle	1 bottle = 1.5 oz	¥ 24	9/(1/2) = 18 ¥ 24/18 = ¥ 1.34
Vanilla	¼ t	96-t / bottle	1 bottle = 16 oz	¥ 48	96/(1/2) = 192 ¥ 48/192 = ¥ 0.35
Baking Powder	2 t	50-t / bottle	1 can = 280 g	¥ 8	50/25 = 25 ¥ 8/25 = ¥ 0.32
Egg	¼ t	100-t / bag	1 bag = 300 g	¥ 3.5	100/(1/2) = 200 ¥ 3.5/200 = ¥ .02
Salt	1 t	13 eggs / bag	1 bag	¥ 10	13/1 = 13 ¥ 10/13 = ¥ 0.77

[illegible]

# PROFESSIONAL COMMUNICATIONS

## COST PER UNIT / BASE PRICE



Total Cost of Product to Customer: \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
COST PER UNIT QUANTITY IN PACKAGE TOTAL COST

### STEP 2: BASE PRICE PER UNIT

1. Use the **total cost to customer** and calculate what you should charge as a base price per unit in order to receive the percent of profit you want.
2. Create three plans base on three different profit margins with the lowest margin being 30%.

**PLAN A:** Projected percent profit margin: **30%** Profit multiplier: **1.3**

• \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Total Cost per Unit Profit multiplier Base Price per unit

**PLAN B:** Projected percent profit margin: \_\_\_\_\_ % Profit multiplier: \_\_\_\_\_

• \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Total Cost per Unit Profit multiplier Base Price per unit

**PLAN C:** Projected percent profit margin: \_\_\_\_\_ % Profit multiplier: \_\_\_\_\_

• \_\_\_\_\_ x \_\_\_\_\_ = \_\_\_\_\_  
Total Cost per Unit Profit multiplier Base Price per unit