

Marketing Calculators

Sales Revenue
Assumptions
Gross Sales
Returns and Allowances
Discounts
Net Sales

Cost of Goods Sold
Assumptions
Beginning Inventory
Purchases
Goods Available for Sale
Ending Inventory
Cost of Goods Sold

Gross Margin
Assumptions
Net Sales
Cost of Goods Sold
Gross Margin
Gross Margin %

Selling Expense Ratio
Assumptions
Total Selling Expenses
Net Sales
Selling Expense Ratio

Inventory Turnover
Assumptions
Cost of Goods Sold
Beginning Inventory
Ending Inventory
Inventory Turnover

Markup Based on Cost
Assumptions
Markup in Dollars
Cost in Dollars
Markup on Cost

Markup Based on Selling Price
Assumptions
Markup in Dollars
Selling Price in Dollars
Markup on Cost

Markdown
Assumptions
Markdown in Dollars
Original Price
Markdown %

Sales Revenue - represents net revenue after sales returns and allowances and discounts.

Cost of Goods Sold - the cost of the sales.

Gross Margin - Net revenue less cost of goods sold.

Selling Expense Ratio - Total selling expenses divided by sales.

Inventory Turnover - On average, the number of times per year you "turnover" the inventory.

Mark-up based on Cost - Mark-up divided by cost.

Markup Based on Selling Price - Mark-up divided by selling price.

Markdown - Markdown in dollars divided by the original price.

Sample Preview