



MARKUP PERCENTAGE	MARGIN PERCENTAGE	MULTIPLIER PERCENTAGE
20	16.67%	1.20
21	17.36%	1.21
22	18.03%	1.22
23	18.70%	1.23
24	19.35%	1.24
25	20.00%	1.25
26	20.63%	1.26
27	21.26%	1.27
28	21.88%	1.28
29	22.48%	1.29
30	23.08%	1.30
31	23.66%	1.31
32	24.24%	1.32
33	24.81%	1.33
34	25.37%	1.34
35	25.93%	1.35
36	26.47%	1.36
37	27.01%	1.37
38	27.54%	1.38
39	28.06%	1.39
40	28.57%	1.40
41	29.08%	1.41
42	29.58%	1.42
43	30.07%	1.43
44	30.56%	1.44
45	31.03%	1.45
46	31.51%	1.46
47	31.97%	1.47
48	32.43%	1.48
49	32.89%	1.49
50	33.33%	1.50
51	33.77%	1.51
52	34.21%	1.52
53	34.64%	1.53
54	35.06%	1.54
55	35.48%	1.55
56	35.90%	1.56
57	36.31%	1.57
58	36.71%	1.58
59	37.11%	1.59
60	37.50%	1.60
61	37.89%	1.61
62	38.27%	1.62
63	38.65%	1.63
64	39.02%	1.64
65	39.39%	1.65
66	39.76%	1.66



MARKUP PERCENTAGE	MARGIN PERCENTAGE	MULTIPLIER PERCENTAGE
67	40.12%	1.67
68	40.48%	1.68
69	40.83%	1.69
70	41.18%	1.70
71	41.52%	1.71
72	41.86%	1.72
73	42.20%	1.73
74	42.53%	1.74
75	42.86%	1.75
76	43.18%	1.76
77	43.50%	1.77
78	43.82%	1.78
79	44.13%	1.79
80	44.44%	1.80
81	44.75%	1.81
82	45.05%	1.82
83	45.36%	1.83
84	45.65%	1.84
85	45.95%	1.85
86	46.24%	1.86
87	46.52%	1.87
88	46.81%	1.88
89	47.09%	1.89
90	47.37%	1.90
91	47.64%	1.91
92	47.92%	1.92
93	48.19%	1.93
94	48.45%	1.94
95	48.72%	1.95
96	48.98%	1.96
97	49.24%	1.97
98	49.49%	1.98
99	49.75%	1.99

This table is designed to assist in converting the different methods of arriving at a retail price. Use the multiplier on cost to achieve the desired margin. For example, to achieve a 33.33% margin use a 150% (1.50) multiplier. Another way to express the difference is that a markup percentage of 50% only yields a margin percentage of 33.33%. Markup, defined as the percentage added to cost to arrive at a selling price, is commonly used to price materials. If you want to mark up an item 20%, you add 20% of the item's cost to the cost. However, as we have demonstrated, a 50% markup does NOT yield a 50% margin! It is important that you utilize margin and markup properly. Here are the formulae that should help:

Margin

If the cost for an item is \$500 and you want a 30% margin:

$$\begin{aligned}
 & \$500 / (100\% - 30\%) \\
 & \$500 / (70\%) \\
 & \$500 / .70 = \$714.29
 \end{aligned}$$