



# Gross Profit Percentage Multiplier **20%**

% Req.	Factor	% Req.	Factor	% Req.	Factor
10	1.333	35	1.846	60	3.000
11	1.348	36	1.875	61	3.077
12	1.364	37	1.905	62	3.158
13	1.379	38	1.935	63	3.243
14	1.395	39	1.967	64	3.333
15	1.412	40	2.000	65	3.429
16	1.429	41	2.034	66	3.529
17	1.446	42	2.069	67	3.636
18	1.463	43	2.105	68	3.750
19	1.481	44	2.143	69	3.871
20	1.500	45	2.182	70	4.000
21	1.519	46	2.222	72	4.286
22	1.538	47	2.264	74	4.615
23	1.558	48	2.308	76	5.000
24	1.579	49	2.353	78	5.455
25	1.600	50	2.400	80	6.000
26	1.622	51	2.449	82	6.667
27	1.644	52	2.500	84	7.500
28	1.667	53	2.553	86	8.571
29	1.690	54	2.609	88	10.000
30	1.714	55	2.667	90	12.000
31	1.739	56	2.727	92	15.000
32	1.765	57	2.791	94	20.000
33	1.791	58	2.857	96	30.000
34	1.818	59	2.927	98	60.000

To achieve the gross profit percentage required, multiply the cost price of the item ( excluding V.A.T. ) by the multiplier to arrive at the retail price ( including V.A.T.at 20% ). Then divide by the number of sales units.

e.g. **Gallon of beer costs £ 9.42 Ex VAT Required percentage 49%**  
**£ 9.42 multiplied by 2.353 = 22.165 divided by 8 = £ 2.77 s.p.**

**Bottle of spirits cost £ 11.25 Ex VAT. Required percentage 70%**  
**£ 11.25 multiplied by 4 = 45.00 divided by 28 measures = £ 1.61 s.p**  
**( to nearest penny )**

**Prices can then be adjusted to 'round' up or down or to take into account local conditions**