



RETAIL PRICING STRATEGY WORKSHEET

CALCULATE YOUR COST STRUCTURE

What is your cost to produce one unit? (Include ingredients, packaging, labor, etc.)

\$

What is your cost to ship one unit (freight & handling)?

\$

What are your total fixed costs (monthly overhead, ops, etc.)?

\$

Estimated monthly sales volume (units):

\$

What is your break-even price per unit (total cost ÷ expected units)?

\$

DEFINE YOUR WHOLESALE AND RETAIL PRICING

Target wholesale price (price you sell to distributor or retailer):

\$

Suggested retail price (shelf price):

\$

What is the retailer's expected markup? (most C-store markups are 25–40%)

\$

YES

NO

Does your margin allow for promotions or discounts?

Planned Promo Price:

\$

BUILD A GOOD / BETTER / BEST TIER (OPTIONAL)

For brands with multiple SKUs or product lines, outline your tiered pricing strategy:

GOOD (entry-level):

Name

Target Retail Price:

\$

Margin

%

BETTER (core or bestseller):

Name

Target Retail Price:

\$

Margin

%

BEST (premium or limited edition):

Name

Target Retail Price:

\$

Margin

%

WANT TO CONNECT?

If you're ready to take the next step and get your product on shelves, we'd love to talk!



VISIT US
alignsalesgroup.com/contact

