

| If your Profit Margin is... | | 5% | 6% | 7% | 8% | 9% | 10% | 11% | 12% | 13% | 14% | 15% | 20% | 25% | 30% | 40% |
|---------------------------------|------|---|------|------|------|------|-------|------|-------|------|-------|------|------|------|------|-----|
| And you reduce your price by... | | To produce the same profit, you must increase your sales volume by... | | | | | | | | | | | | | | |
| 2% | 67% | 50% | 40% | 33% | 29% | 25% | 22% | 20% | 18% | 17% | 15% | 11% | 9% | 7% | 5% | |
| 4% | 400% | 200% | 133% | 100% | 80% | 67% | 57% | 50% | 44% | 40% | 36% | 25% | 19% | 15% | 11% | |
| 6% | | | 600% | 300% | 200% | 150% | 120% | 100% | 86% | 75% | 67% | 43% | 32% | 25% | 18% | |
| 8% | | | | | 800% | 400% | 267% | 200% | 160% | 133% | 114% | 67% | 47% | 36% | 25% | |
| 10% | | | | | | | 1000% | 500% | 333% | 250% | 200% | 100% | 67% | 50% | 33% | |
| 12% | | | | | | | | | 1200% | 600% | 400% | 150% | 92% | 67% | 43% | |
| 14% | | | | | | | | | | | 1400% | 233% | 127% | 88% | 54% | |
| 16% | | | | | | | | | | | | 400% | 178% | 114% | 67% | |
| 18% | | | | | | | | | | | | 900% | 257% | 150% | 82% | |
| 20% | | | | | | | | | | | | | 400% | 200% | 100% | |
| 25% | | | | | | | | | | | | | | 500% | 167% | |

| If your Profit Margin is... | | 5% | 6% | 7% | 8% | 9% | 10% | 11% | 12% | 13% | 14% | 15% | 20% | 25% | 30% | 40% |
|-----------------------------------|-----|---|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| And you increase your price by... | | To produce the same profit, your sales volume could decline by... | | | | | | | | | | | | | | |
| 2% | 29% | 25% | 22% | 20% | 18% | 17% | 15% | 14% | 13% | 12% | 12% | 9% | 7% | 6% | 5% | |
| 4% | 44% | 40% | 36% | 33% | 31% | 29% | 27% | 25% | 24% | 22% | 21% | 17% | 14% | 12% | 9% | |
| 6% | 55% | 50% | 46% | 43% | 40% | 38% | 35% | 33% | 32% | 30% | 29% | 23% | 19% | 17% | 13% | |
| 8% | 62% | 57% | 53% | 50% | 47% | 44% | 42% | 40% | 38% | 36% | 35% | 29% | 24% | 21% | 17% | |
| 10% | 67% | 63% | 59% | 56% | 53% | 50% | 48% | 45% | 43% | 42% | 40% | 33% | 29% | 25% | 20% | |
| 12% | 71% | 67% | 63% | 60% | 57% | 55% | 52% | 50% | 48% | 46% | 44% | 38% | 32% | 29% | 23% | |
| 14% | 74% | 70% | 67% | 64% | 61% | 58% | 56% | 54% | 52% | 50% | 48% | 41% | 36% | 32% | 26% | |
| 16% | 76% | 73% | 70% | 67% | 64% | 62% | 59% | 57% | 55% | 53% | 52% | 44% | 39% | 35% | 29% | |
| 18% | 78% | 75% | 72% | 69% | 67% | 64% | 62% | 60% | 58% | 56% | 55% | 47% | 42% | 38% | 31% | |
| 20% | 80% | 77% | 74% | 71% | 69% | 67% | 65% | 63% | 61% | 59% | 57% | 50% | 44% | 40% | 33% | |
| 25% | 83% | 81% | 78% | 76% | 74% | 71% | 69% | 68% | 66% | 64% | 63% | 56% | 50% | 45% | 38% | |
| 30% | 86% | 83% | 81% | 79% | 77% | 75% | 73% | 71% | 70% | 68% | 67% | 60% | 55% | 50% | 43% | |

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