

## PRICING WORKSHEET

**COMPANY NAME:** \_\_\_\_\_

**OUR PRODUCT/SERVICE:** \_\_\_\_\_

1. Consider the different factors that affect pricing. Identify 2-3 different categories of the products/services you are offering based on variations in quality, style, complexity, etc.

A) \_\_\_\_\_

B) \_\_\_\_\_

C) \_\_\_\_\_

2. Considering your competitors' prices for similar products/services, use the chart below to create a pricing structure for your business. Use a pencil as you may need to adjust numbers.

Product/Service Category	Quantity (how many of each?)	X	Sales price per unit (how much for each?)	Potential Revenue (\$ sales)
A.				
B.				
C.				
<b>Total Potential Revenue:</b>				

3. Note how many of each type of product/service you need to prepare in order to reach your desired potential revenue. This will be your production goal.