PRICING REPORT

Sample: ceramic mug

November 11, 2026

CostCal Pro

SELL IT FOR

$47.99

Profit per order	Total cost	Margin on price	Markup on cost
$12.00	$35.99	25.00%	33.33%

What you entered

ITEM	VALUE
Units in this order	1
Platform preset	Etsy
Product cost (per unit)	$14.20
Inbound shipping (per unit)	$3.10
Packaging (per unit)	$0.60
Ad cost per sale (per unit)	$4.50
Marketplace fee (% of sales price)	15%
Payment fee (% of sales price)	2.9%
Software and tools (monthly)	$120.00
Studio rent (monthly)	$380.00
Orders per month	100
Target profit (Margin on price)	**25%**

Cost breakdown

COST	AMOUNT	SHARE
Product cost	$14.20	39.5%
Inbound shipping	$3.10	8.6%
Packaging	$0.60	1.7%
Ad cost per sale	$4.50	12.5%
Software and tools	$1.20	3.3%
Studio rent	$3.80	10.6%
Marketplace fee	$7.20	20.0%
Payment fee	$1.39	3.9%
Total cost	**$35.99**	**100%**

Cost distribution



Product cost	**39.5%**	Software and tools	**3.3%**
Inbound shipping	**8.6%**	Studio rent	**10.6%**
Packaging	**1.7%**	Marketplace fee	**20.0%**
Ad cost per sale	**12.5%**	Payment fee	**3.9%**

Bulk profit

QUANTITY	REVENUE	COST	PROFIT
1	$47.99	$35.99	$12.00
10	$479.90	$359.90	$120.00
100	$4,799.00	$3,599.00	$1,200.00
250	$11,997.50	$8,997.50	$3,000.00

Break-even orders per month

You need **42** orders a month for the profit to cover your monthly costs, which is **$2,015.58** in sales at $47.99 each.

Discount simulator (20% off)

New price	You keep per sale	Margin	Largest safe discount
$38.39	**$4.12**	**10.73%**	**30.46%**

To earn the same total profit as one full-price sale you must sell 3 at this discount.

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