

# Price Discount Margin Return Needed Sales Growth



## Price Discount and Needed Sales Growth



If your present margin is:

	20%	25%	30%	35%	40%	45%	50%	55%	60%
<b>Price Reduction</b>	<b>To produce the same profit, your sales volume must increase by:</b>								
<b>2%</b>	11%	9%	7%	6%	5%	5%	4%	3%	3%
<b>4%</b>	25%	19%	15%	13%	11%	10%	9%	8%	7%
<b>6%</b>	43%	32%	25%	21%	18%	15%	14%	12%	11%
<b>8%</b>	67%	47%	36%	30%	25%	22%	19%	17%	15%
<b>10%</b>	100%	67%	50%	40%	33%	29%	25%	22%	20%
<b>12%</b>	150%	92%	67%	52%	43%	36%	32%	28%	25%
<b>14%</b>	233%	127%	88%	67%	54%	45%	39%	34%	30%
<b>16%</b>	400%	178%	114%	84%	67%	55%	47%	41%	36%
<b>18%</b>	900%	257%	160%	106%	82%	67%	56%	49%	43%
<b>20%</b>	-	400%	200%	133%	100%	80%	67%	57%	50%
<b>25%</b>	-	-	500%	250%	167%	125%	100%	83%	71%
<b>30%</b>	-	-	-	600%	300%	200%	150%	120%	100%