Simple E-commerce Pricing Worksheet

A Pickzox exclusive bonus for E-commerce Seller Toolkit buyers.
The toolkit covers listings and replies -- this covers the pricing math.

Fill in your own numbers in the blanks. The worked example uses a hypothetical kitchen gadget to show the method -- replace every figure with your real costs.

Step 1 -- Your Landed Cost

A. Product cost per unit (from supplier): $ _____ (example: $4.50)
B. Shipping to you per unit (freight / import share): $ _____ (example: $1.20)
C. Packaging per unit: $ _____ (example: $0.40)
LANDED COST (A + B + C) = $ _____ (example: $6.10)

Step 2 -- Per-Sale Costs

D. Platform / marketplace fee per sale: $ _____ (example: $2.10)
E. Payment processing per sale: $ _____ (example: $0.90)
F. Outbound shipping per order (if you cover it): $ _____ (example: $3.00)
PER-SALE COST (D + E + F) = $ _____ (example: $6.00)

Step 3 -- Your Target Price

G. Total cost per sale (Landed + Per-sale): $ _____ (example: $12.10)
H. Target margin (beginners: 30-40% of price): _____% (example: 35%)

TARGET PRICE = G / (1 - H). Example: $12.10 / (1 - 0.35) = $18.62 -> price at $18.99.

YOUR TARGET PRICE = $ _____

Step 4 -- Sanity Checks

[ ] Compare with 3 competing listings. If you're 20%+ above, can your listing justify it (better bundle, photos, reviews)?

[ ] If you're far below competitors, check you didn't miss a fee -- underpricing is the classic beginner leak.

[ ] Re-run this sheet when supplier costs, fees, or shipping change -- quarterly at minimum.

Tip: Round to charm prices ($18.99, not $18.62) only AFTER the math -- never let the rounding eat your margin.

Worked Example Summary

Kitchen gadget: landed $6.10 + per-sale $6.00 = $12.10 total cost. At 35% target margin -> $18.62 -> listed at $18.99. Profit per sale ? $6.89 before ads. If ads cost $3/sale, true profit ? $3.89 -- know this number before you spend a dollar on traffic.