Cutting Prices

Percentage that Sales must increase to maintain current Gross Profit

		Current Gross Profit %							
		10%	20%	25%	30%	35%	40%	45%	50%
Price Cut %	-2	25%	11%	9%	7%	6%	5%	5%	4%
	-3	43%	18%	14%	11%	9%	8%	7%	6%
	-4	67%	25%	19%	15%	13%	11%	10%	9%
	-5	100%	33%	25%	20%	17%	14%	13%	11%
	-10		100%	67%	50%	40%	33%	29%	25%
	-15		300%	150%	100%	75%	60%	50%	43%

Raising Prices

Percentage that Sales can fall before total Gross Profit reduces

	Current Gross Profit %							
	10%	20%	25%	30%	35%	40%	45%	50%
Price Increase % +2	17%	9%	7%	6%	5%	5%	4%	4%
+3	23%	13%	11%	9%	8%	7%	6%	6%
+4	29%	17%	14%	12%	10%	9%	8%	7%
+5	33%	20%	17%	14%	13%	11%	10%	9%
+10	50%	33%	29%	25%	22%	20%	18%	17%
+15	60%	43%	37%	33%	30%	27%	25%	23%