
PRICING/SALES

How did you determine the price of the products you sell or the services you provide? Are your prices based on your competitors' prices, how much it costs you to provide the service or buy the product you sell, or the value of the service of product to the customer, etc?

Have you calculated the costs of your products and/or services in order to determine your profit margin? If so, please outline your calculations for one of the products or services that you sell. If you have not calculated your profit margins, please list your estimations for monthly overhead expenses (payroll, utilities, rent or mortgage, any parts or supplies that need to be purchased, marketing, etc) followed by the number of products or services you will need to sell in order to show a profit.
