

# CASH MARGIN CALCULATOR

## MARGIN CALCULATOR

Please use these tables to help you to implement your pricing policy whether you have decided to use a Gross Profit %, a Cash Margin or a combination of both.

Selling Price (inc.VAT at 20%) to obtain desired gross profit

Cost per bottle	50%	55%	60%	65%	70%
£4.00	£9.60	£10.70	£12.00	£13.75	£16.00
£4.25	£10.20	£11.30	£12.75	£14.50	£17.00
£4.50	£10.80	£12.00	£13.50	£15.49	£18.00
£4.75	£11.40	£12.75	£14.25	£16.30	£19.00
£5.00	£12.00	£13.40	£15.00	£16.99	£20.00
£5.50	£13.20	£14.75	£16.50	£18.95	£22.00
£6.00	£14.40	£16.00	£18.00	£20.49	£24.00
£7.00	£16.80	£18.75	£21.00	£24.00	£28.00
£8.00	£19.20	£21.40	£24.00	£27.49	£32.00
£9.00	£21.60	£24.00	£27.00	£30.95	£36.00
£10.00	£24.00	£26.70	£30.00	£34.25	£40.00

## CASH MARGINS

Amount of Cash Margin

Cost per bottle	£5.00	£7.00	£9.00	£11.00	£14.00
£5.00	£12.00	£14.40	£16.80	£19.20	£22.80
£6.00	£13.20	£15.60	£18.00	£20.40	£24.00
£7.00	£14.40	£16.80	£19.20	£21.60	£25.20
£8.00	£15.60	£18.00	£20.40	£22.80	£26.40
£9.00	£16.80	£19.20	£21.60	£24.00	£27.60
£10.00	£18.00	£20.40	£22.80	£25.20	£28.80
£11.00	£19.20	£21.60	£24.00	£26.40	£30.00
£12.00	£20.40	£22.80	£25.20	£27.60	£31.20
£13.00	£21.60	£24.00	£26.40	£28.80	£32.40
£14.00	£22.80	£25.20	£27.60	£30.00	£33.60
£15.00	£24.00	£26.40	£28.80	£31.20	£34.80
£20.00	£30.00	£32.40	£34.80	£37.20	£40.80
£25.00	£36.00	£38.40	£40.80	£43.20	£46.80
£30.00	£42.00	£44.40	£46.80	£49.20	£52.80

In both cases, the prices calculated have been rounded to the likely figure that would appear on a wine list. For instance, if the mathematical calculation comes to £27.03, £26.95 is more likely to appear or £18.80 would more likely be £18.95.

### *What happens if you charge me £5.25?*

If you are looking for a Gross Profit of 65%, take the cost price of £5.25 and multiply it by 100 divided by 35 (which is 100-65). That gives £15 to which we need to add V.A.T at 20% giving us our selling price of £18 (or £17.95). If you are looking for a Cash Margin of £7.50, just add the £5.25 to the £7.50 and add V.A.T. giving us a Selling Price of £15.30.