Wreath Pricing Worksheet

Hand-calculation companion to the editable Excel Pricing Calculator. Enter actual costs and use a pricing method you understand.

Wreath and inputs

Product name / ID _____

Date / selling channel _____

Materials cost ($) _____

Labor hours _____

Labor hourly rate ($) _____

Labor cost: hours x rate _____

Overhead per wreath ($) _____

Packaging expense ($) _____

Seller-paid shipping ($) _____

Other per-order cost ($) _____

Total base cost = materials + labor + overhead + packaging + shipping + other

Total base cost: $ _____

Article-style markup comparison

2x total cost price ($) _____

2.5x total cost price ($) _____

3x total cost price ($) _____

Chosen multiplier _____

Chosen markup-based price ($) _____

Comparable market price ($) _____

Account for selling fees and profit goals

Percentage-based fee (%)

Fixed per-sale fee ($)

Desired profit above all costs ($)

Fee-aware target price ($)

Fee-aware price = (total base cost + fixed fee + desired profit) / (1 - percent fee as decimal). Formula assumes selling fees are calculated on the total selling price and excludes tax complexity. Avoid entering a fee rate of 100% or higher.

Before publishing the price

- [ ] Include ALL materials, even small fasteners
- [ ] Count labor for creating and preparing to sell
- [ ] Allocate realistic overhead and packaging
- [ ] Include shipping if you pay it
- [ ] Check marketplace / processing fees
- [ ] Confirm your final price covers costs and desired profit