Profit Margin vs Markup Cheat Sheet

Printable cheat sheet showing why markup and profit margin are not the same number.

Cost	Selling price	Gross profit	Margin	Markup
$50	$75	$25	33.3%	50%
$50	$100	$50	50%	100%
$80	$120	$40	33.3%	50%
$100	$150	$50	33.3%	50%

How to use this printable

Markup is based on cost. Margin is based on selling price. Mixing them up can wreck pricing.

For a personalised estimate, use the linked calculator and compare the result with your real-world trend over time.

Related tools

Profit Margin Calculator: https://tools.layna.com.au/finance/profit-margin-calculator/

Markup Calculator: https://tools.layna.com.au/finance/markup-calculator/

Profit Margin vs Markup: https://tools.layna.com.au/compare/profit-margin-vs-markup/

Important: This resource is general information only. It is not medical, nutrition, financial, tax, accounting or legal advice.