

Small Business Pricing Worksheet

Printable pricing worksheet for working from costs, margin targets, GST and discounts.

Input	Amount	Notes
Product cost		COGS or landed cost
Packaging		Include per-order materials
Payment fees		Estimate percentage and fixed fee
Target margin		Do not confuse with markup
GST included?		Use GST calculator if needed
Discount buffer		Avoid discounting below profitable price

How to use this printable

Pricing needs to include costs customers never see: shipping subsidy, packaging, transaction fees and returns.

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/>

GST Calculator: <https://tools.layna.com.au/finance/gst-calculator/>

Small Business Pricing Guide: <https://tools.layna.com.au/blog/small-business-pricing-guide/>

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