Margin % Pricing Activity - 2

You are to investigate the concept of margin vs mark-up in pricing, using your POSitive point-of-sale program as the tool.

Your assignment is to investigate the pricing function for individual inventory items in various departments and categories. Locate 15 items you are selling and wish to analyze from multiple categories of merchandise in your store's inventory. (i.e. a variety of sweatshirts, T-shirts, stadium spirit items, food prep items, snacks, etc). Log on to the system in the **POS-Training mode** and bring up the **Invoice/Sales screen**. Enter the items as a sale (by scanning, hot key, keyboard entry, or item look-up).

Click the **Show More Options tab [F2]** and then the **Show Costs tab [F 5 or 6]** to view item costs. Record the data in the section below, identifying the individual item in detail, along with pricing information for each. *You will need to **manually calculate the Mark-up%** as it is not provided on the sales invoice screen.

SKU	Description	Dept./Category	Margin%	Mark-up%

Once you have completed this activity, you should be able to draw some conclusions as to your potential for making a profit.
- What department/categories have the greatest potential to be profitable?
- Is your store doing anything to actively promote or merchandise these items?
- In follow-up Margin activities you will investigate the actual profitability of your merchandise offerings.