

Retailing Markup Guidelines	
Industry & Product	% to Markup
Retail	
Clothing	100-350%
Shoes	100-500%
Furniture	200-400%
Grocery	8%
Restaurants	
Food	60%
Drinks	up to 500%
Construction	
Renovations	50%
Home Building	15-20%
Manufacturing	
	15-20%

As a business owner, you will want to raise the cost of your product or service from the price you purchased them for, so you can make a profit. This document is a guideline on the typical percentages used to markup products and services. We recommend you also research typical costs of goods and services within your market to ensure you are appropriately priced with your competition.

To calculate your markups, you want to ? the total price you paid for materials/products by the corresponding % to Markup.

For example if you purchase a table from a wholesaler for \$500 for your home décor store, you will likely charge your customers \$1500-\$2500 for that table based on the 200-400% markup. If you are in construction and you purchase \$10,000 of materials for a renovation, you will markup costs by 50% and charge your client \$15,000 -- \$10,000 to cover the cost of materials and \$5,000 for labour.