

Version	Good	Better	Best
Product Multiplier	1.0	1.5	2.0
	100%	150%	200%

Costs

Container & Packaging	\$2.60	\$3.90	\$5.20
Labor	\$12.00	\$15.00	\$18.00
Flowers & Foliage	\$11.70	\$17.55	\$23.40
Total Cost	\$26.30	\$36.45	\$46.60
Increment Cost	\$26.30	\$10.15	\$10.15

No Discount Prices & Profits

Total Price	\$60.00	\$90.00	\$120.00
Total Gross Profit	\$33.70	\$53.55	\$73.40
Price per Increment	\$60.00	\$30.00	\$30.00
Gross Profit per Increment	\$33.70	\$19.85	\$19.85

Discounted Prices & Profits

Total Price	\$60.00	\$75.00	\$90.00
Total Gross Profit	\$33.70	\$38.55	\$43.40
Price per Increment	\$60.00	\$15.00	\$15.00
Gross Profit per Increment	\$33.70	\$4.85	\$4.85