

MARGINS 2: CHANNELS

DESCRIPTION:

This module covers the concepts of margins (currency and percentages), markups, the relationship between selling prices and margins, and calculating margins in multi-level distribution channels.

Tutorial: 21 slides
Problem Sets: 4 problem sets; 18 questions
Average Time: 58 minutes

Sample question from problem set:

Course: Faculty Access (All Modules in Alphabetical Order)

Module: Margins 2: Channels / Problem Set ID: 1010

Cheng builds replica miniature cabinets. His costs for each cabinet are **\$25** each. A consultant tells Cheng that the average margin in his industry is **41%**. Cheng currently sells the cabinets for **\$44**, but thinks he should consider using the industry average margin as his target goal.

What is Cheng's current dollar margin per unit?



dollars

PS1

1

2

3

4

SUBMIT ANSWER

EXIT

Problem Sets 0 / 4 Total Questions 0 / 21

