

# Pricing Guide

## Monthly Overhead

STEP 1

Monthly salary for admin work (pre-tax)

Studio/Office rent

Equipment & maintenance

Office Supplies

Marketing & advertising

Utilities

Non-salary personnel expenses (benefits etc.)

Fees to contractors, service providers

Total

## Average Overhead Add-on

STEP 2

How many jewelry items sold monthly

## Variable Costs per Item

STEP 3

Jewelry supplies & materials costs

Packaging costs

Hours to complete x hourly wage

Total

## Base Price per Item

(STEP 1 / STEP 2) + STEP 3