

Pricing Vocabulary Words

Define the following Terms as they relate to Pricing with School-Store POS

1. **Last order cost –**
2. **Unit cost –**
3. **Retail price (Our Price)**
4. **\$ Mark-up –**
5. **Margin % –**
6. **Mark-up % –**
7. **Average mark-up –**
8. **Keystone margin –**
9. **Discount price –**
10. **Fixed price –**
11. **Average cost -**
12. **Price level(s) –**
13. **Default % margin by category –**