

# PRODUCT PRICING DASHBOARD GUIDE

4.1 - 3/23/24

*Spreadsheets Reimagined*



SpreadWiseCo™

BUILT WITH  
MICROSOFT  
EXCEL

# GUIDE OVERVIEW

These tools are designed to be easy to use, with minimal inputs from you, and many outputs from us. Follow each tool guide closely. There are normally only a few true steps within the guide, but the rest is information to help you along the way.

# GUIDE LEGEND


## GUIDE POINTERS

NEED TO KNOW

NICE TO KNOW

## FOR THOSE READY TO JUMP IN QUICKLY



YOU CAN SKIP AND COME BACK 



DON'T SKIP!

## USER INPUTS

INPUT BOX

DROP DOWN MENU

## REVISION INFORMATION

Latest Product Pricing  
Dashboard Revision: 4.1

## PASSWORD

- Tabs are locked to prevent accidental formula errors. Password: "swc"
- Use with discretion. Formulas and setups are extremely complex.

# 1 - GETTING STARTED



THIS JOURNEY BEGINS WITH FILLING OUT THE PRODUCT LIST TAB

## PRODUCT LIST *Awesome Candles*

<i>Dashboard Inputs</i>	Choose Your Currency	USD	<i>This is your profit goal above all other costs, including your own salary</i>
	% Profit Margin Goal	15.00%	
	Business Name	Awesome Candles	

Product Tab	Product Name	Current Price	Best Price	Estimated Annual Sales	Base Cost Price	Estimated Revenue	Estimated Profit
Product1	Awesome candle 1	\$ 18.00	\$ 4.70	267	\$ 4.09	\$ 4,806	\$ 3,714
Product2	Awesome candle 2	\$ 11.00	\$ 4.70	1,554	\$ 4.09	\$ 17,094	\$ 10,738
Product3	Awesome candle 3	\$ 20.00	\$ 4.70	1,424	\$ 4.09	\$ 28,480	\$ 22,656
Product4	Awesome candle 4	\$ 19.00	\$ 4.70	130	\$ 4.09	\$ 2,470	\$ 1,938
Product5	Awesome candle 5	\$ 17.00	\$ 4.70	1,841	\$ 4.09	\$ 31,297	\$ 23,767
Product6	Awesome candle 6	\$ 17.00	\$ 4.70	1,371	\$ 4.09	\$ 23,307	\$ 17,700
Product7	Awesome candle 7	\$ 17.00	\$ 4.70	377	\$ 4.09	\$ 6,409	\$ 4,867
Product8	Awesome candle 8	\$ 11.00	\$ 4.70	733	\$ 4.09	\$ 8,063	\$ 5,065
Product9	Awesome candle 9	\$ 13.00	\$ 4.70	1,546	\$ 4.09	\$ 20,098	\$ 13,775
Product10	Awesome candle 10	\$ 14.00	\$ 4.70	374	\$ 4.09	\$ 5,236	\$ 3,706
Product11	Awesome candle 11	\$ 20.00	\$ 4.70	220	\$ 4.09	\$ 4,400	\$ 3,500
Product12	Awesome candle 12	\$ 19.00	\$ 4.70	1,947	\$ 4.09	\$ 36,993	\$ 29,030
Product13	Awesome candle 13	\$ 20.00	\$ 4.70	610	\$ 4.09	\$ 12,200	\$ 9,705
Product14	Awesome candle 14	\$ 13.00	\$ 4.70	1,495	\$ 4.09	\$ 19,435	\$ 13,320
Product15	Awesome candle 15	\$ 14.00	\$ 4.70	154	\$ 4.09	\$ 2,156	\$ 1,526
Product16	Awesome candle 16	\$ 17.00	\$ 4.70	688	\$ 4.09	\$ 11,696	\$ 8,882
Product17	Awesome candle 17	\$ 10.00	\$ 4.70	299	\$ 4.09	\$ 2,990	\$ 1,767
Product18	Awesome candle 18	\$ 15.00	\$ 4.70	1,895	\$ 4.09	\$ 28,425	\$ 20,674
Product19	Awesome candle 19	\$ 17.00	\$ 4.70	912	\$ 4.09	\$ 15,504	\$ 11,774
Product20	Awesome candle 20	\$ 12.00	\$ 4.70	1,980	\$ 4.09	\$ 23,760	\$ 15,662
Product21	Awesome candle 21	\$ 20.00	\$ 4.70	1,656	\$ 4.09	\$ 33,120	\$ 26,347
Product22	Awesome candle 22	\$ 14.00	\$ 4.70	119	\$ 4.09	\$ 1,666	\$ 1,179
Product23	Awesome candle 23	\$ 14.00	\$ 4.70	1,423	\$ 4.09	\$ 19,922	\$ 14,102

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# 2 - PRODUCT PRICING INPUTS



## PRODUCT LIST

<i>Dashboard Inputs</i>	Choose Your Currency	USD
	% Profit Margin Goal	15.00% <i>This is your</i>
	Business Name	Awesome Candles

- SELECT YOUR CURRENCY. THIS SETS THE CURRENCY SELECTION FOR ALL TABS
- SET YOUR % PROFIT GOAL ACROSS ALL PRODUCTS. ( YOU CAN CHANGE THIS AT ANY TIME
- ADD YOUR BUSINESS NAME!

Product Name	Current Price	Best Price	Estimated Annual Sales	Base Cost Price	Estimated Revenue	Estimated Profit
Awesome candle 1	\$ 18.00	\$ 4.70	267	\$ 4.09	\$ 4,806	\$ 3,714
Awesome candle 2	\$ 11.00	\$ 4.70	1,554	\$ 4.09	\$ 17,094	\$ 10,738
Awesome candle 3	\$ 20.00	\$ 4.70	1,424	\$ 4.09	\$ 28,480	\$ 22,656
Awesome candle 4	\$ 19.00	\$ 4.70	130	\$ 4.09	\$ 2,470	\$ 1,938
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Awesome candle 8	\$ 11.00	\$ 4.70	733	\$ 4.09	\$ 8,063	\$ 5,065
Awesome candle 9	\$ 13.00	\$ 4.70	1,546	\$ 4.09	\$ 20,098	\$ 13,775
Awesome candle 10	\$ 14.00	\$ 4.70	374	\$ 4.09	\$ 5,236	\$ 3,706
Awesome candle 11	\$ 20.00	\$ 4.70	220	\$ 4.09	\$ 4,400	\$ 3,500
Awesome candle 12	\$ 19.00	\$ 4.70	1,947	\$ 4.09	\$ 36,993	\$ 29,030
Awesome candle 13	\$ 20.00	\$ 4.70	610	\$ 4.09	\$ 12,200	\$ 9,705
Awesome candle 14	\$ 13.00	\$ 4.70	1,495	\$ 4.09	\$ 19,435	\$ 13,320
Awesome candle 15	\$ 14.00	\$ 4.70	154	\$ 4.09	\$ 2,156	\$ 1,526
Awesome candle 16	\$ 17.00	\$ 4.70	688	\$ 4.09	\$ 11,696	\$ 8,882
Awesome candle 17	\$ 10.00	\$ 4.70	299	\$ 4.09	\$ 2,990	\$ 1,767
Awesome candle 18	\$ 15.00	\$ 4.70	1,895	\$ 4.09	\$ 28,425	\$ 20,674
Awesome candle 19	\$ 17.00	\$ 4.70	912	\$ 4.09	\$ 15,504	\$ 11,774
Awesome candle 20	\$ 12.00	\$ 4.70	1,980	\$ 4.09	\$ 23,760	\$ 15,662
Awesome candle 21	\$ 20.00	\$ 4.70	1,656	\$ 4.09	\$ 33,120	\$ 26,347
Awesome candle 22	\$ 14.00	\$ 4.70	119	\$ 4.09	\$ 1,666	\$ 1,179
Awesome candle 23	\$ 14.00	\$ 4.70	1,423	\$ 4.09	\$ 19,922	\$ 14,102

FOR EACH PRODUCT, LIST:

- PRODUCT NAME
- CURRENT SELLING PRICE
  - ESTIMATE ONE IF YOU DON'T KNOW
- ESTIMATED ANNUAL SALES

THE REMAINDER OF THE TABLE WILL POPULATE AUTOMATICALLY ONCE YOU COMPLETE THE OTHER TABS.

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# 4 - OVERHEAD TAB



LIST YOUR VARIABLE OVERHEAD

- ELECTRICITY
- BUILDING LEASING
- ADVERTISING
- ANY SOFTWARE YOU NEED
- INTERNET & PHONE SERVICE
- ETC

FIXED SALARIES

- LIST THE BUSINESS SALARIES
  - THIS IS DONE BY ROLE TYPE, AND INCLUDES A HEADCOUNT FOR EACH ROLE.
- YOU SHOULD INCLUDE YOUR ACTUAL OR TARGETED SALARY HERE.
  - IF YOUR BUSINESS ISN'T PROFITABLE ENOUGH TO PAY YOU YET, WHAT DO YOU WANT IT TO PAY YOU?

\*THESE COSTS ARE DISTRIBUTED ACROSS THE TOTAL ESTIMATED PRODUCT SALES COUNTS.

## BUSINESS OVERHEAD

Total Annual Estimated Sales Units **442**  
 Overhead Allocation Per Unit **\$ 122.96**

Choose Your Currency  
**USD**

VARIABLE OVERHEAD BREAKDOWN			
Item	Paid "X" Times / Yr	Paid Amount	Annualized
Electricity	12	\$ 155.00	\$ 1,860.00
Internet	12	\$ 80.00	\$ 960.00
Website	1	\$ 150.00	\$ 150.00
Advertising	12	\$ 100.00	\$ 1,200.00
Marketing Software	12	\$ 15.00	\$ 180.00
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -

SALARY BREAKDOWN			
Role	Headcount	Salary / Salary Target	Annual Total
Owner	1	\$ 50,000.00	\$ 50,000.00
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ 50,000.00	\$ 50,000.00



# 5 - LABOR TAB

- SIMILAR TO THE OVERHEAD TAB, YOU NEED TO LIST THE DIFFERENT LABOR RATES AND HEADCOUNTS FOR YOUR BUSINESS.
  - **SINGLE OWNER/OPERATOR BUSINESS?** THEN ONLY LIST YOUR SALARY ON THE OVERHEAD TAB, AND LEAVE THIS TAB BLANK.

\*THESE COSTS ARE DISTRIBUTED ACROSS THE TOTAL ESTIMATED PRODUCT SALES COUNTS.

## HOURLY LABOR BREAKDOWN

Total Annual Estimated Sales Units

442

Overhead Allocation Per Unit

\$

78.46

Choose Your Currency

USD

### HOURLY LABOR ROLES AND RATES

Role	Headcount	Hourly Rate	Annualized
Assembly, Pack, Ship	1	\$ 17.00	\$ 34,680.00
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -
		\$ -	\$ -





# 6 - PRODUCT TABS



THE PRODUCT TABS WILL SUMMARIZE ALL COST INPUTS, AND PROVIDE A PLACE TO BREAKDOWN THE MATERIAL COSTS FOR THAT PRODUCT..

THE MATERIAL COSTS ARE BROKEN DOWN INTO A PER-UNIT COST BASIS, BASED ON HOW THE MATERIALS ARE ORDERED/PROVIDED TO YOU.

MATERIALS INPUTS:

- ITEM TYPE
- COUNT = WHEN ORDERED, HOW MANY ORDERED?
- UNIT ORDER TYPE (PACK, ROLL, EACH, ETC)
- HOW MANY UNITS DOES THAT MAKE?
- TOTAL COST PER ORDER

## PRODUCT NAME

## Awesome candle 1

PRODUCT PRICE				Awesome candle 1	Choose Your Currency
Base Costs Price	\$		4.09	Tab Name Product1	USD
With Profit Margin	\$		4.70		
Profit Goal %			15.0%		
Estimated Annual Sales Units			267		

Material Costing Breakdown						
Supplier	Item	Count	Unit	Makes "X" Units	Total Cost	Cost / Unit
	Wax	1	Package	15	\$ 25.00	\$ 1.67
	Jar	12	Box	12	\$ 25.00	\$ 2.08
	Wick	1	Roll	100	\$ 11.00	\$ 0.11
	Labels	100	Package	100	\$ 23.00	\$ 0.23
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	

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# 7 - PRODUCT TABS



FROM ALL INPUTS, YOU GET A PRODUCT COSTING SUMMARY

- BASE COST PRICE, WHICH COVERS ALL OPERATING AND PRODUCT COSTS
  - \*\*\*BASE COST FACTORS IN HOW MANY ESTIMATED UNITS YOU'LL MAKE, BASED ON YOUR DASHBOARD INPUT
    - MORE UNITS WILL DRIVE YOUR BASE COST DOWN
    - LESS UNITS WILL DRIVE YOUR BASE COST UP
- PRODUCT PRICE WITH BUILT IN PROFIT MARGIN GOAL

PRODUCT NAME Awesome candle 1

PRODUCT PRICE			Awesome candle 1		Choose Your Currency	
Base Costs Price	\$	4.09		Tab Name	USD	
With Profit Margin	\$	4.70		Product1		
Profit Goal %		15.0%				
Estimated Annual Sales Units		267				

Material Costing Breakdown						
Supplier	Item	Count	Unit	Makes "X" Units	Total Cost	Cost / Unit
	Wax	1	Package	15	\$ 25.00	\$ 1.67
	Jar	12	Box	12	\$ 25.00	\$ 2.08
	Wick	1	Roll	100	\$ 11.00	\$ 0.11
	Labels	100	Package	100	\$ 23.00	\$ 0.23
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	
		0		0	\$ -	

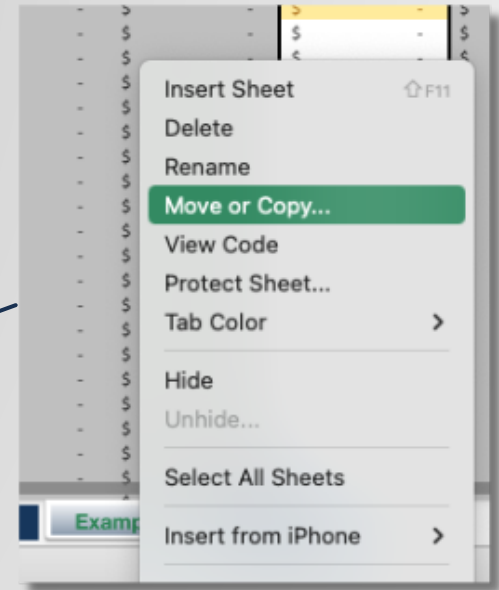
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# 8 - ADDING PRODUCT TABS



- RIGHT CLICK ON A PRODUCT TAB, & MAKE A COPY...OR HOWEVER MANY COPIES YOU NEED.
- RIGHT CLICK TO CHANGE THE NAME OF THE TAB.

- SET THE TAB NAME TO MATCH THE NEXT SEQUENTIAL PRODUCT TAB NUMBER FROM THE DASHBOARD EXACTLY.
- ONCE THE TAB IS ADDED AND RENAMED, IT WILL AUTO-LINK TO YOUR DASHBOARD AND THE OTHER TABS

Product Tab	Product Name
Product1	Single Weave
Product2	Double Weave
Product3	Harrinbone Weave
Product4	
Product5	
Product6	
Product7	
Product8	

READY TO SCALE IN INCREASE YOUR LABOR AND OUTPUT??

- NOTE YOUR CURRENT PRODUCT BASE RATES
- PLUG IN YOUR UPDATED ESTIMATED ANNUAL SALES #'S ON YOUR DASHBOARD
- ADD IN THE NEW LABOR RATES AND HEADCOUNT
- REVIEW YOUR NEW PRODUCT BASE RATES
  - DID YOUR RATES GET BETTER OR WORSE??
    - BETTER = GREAT!
    - WORSE = YOU NEED OPTIMIZE YOUR OUTPUT CAPABILITY / HEADCOUNT BEFORE SCALING!



# IMPORTANT

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