# Amazon FBA/FBM Product Pricing Calculator Excel Template

***A READY-TO-USE EXCEL TEMPLATE TO DEFINE ACCURATE PRICES FOR YOUR PRODUCS ON AMAZON. ESTIMATES YOUR COSTS, DEFINES PROFIT MARGINS AND CALCULATES PRICES.***

If you're looking for an easy way to calculate the sale price of a product, then the Product Pricing Calculator Excel Template is just what you need.

With this tool, you can quickly and accurately estimate the costs associated with selling on Amazon. The template provides easy-to-use fields for inputting initial data, allowing you to quickly come up with accurate price estimates.

The Product Pricing Calculator is a dynamic tool designed for businesses, assisting in formulating effective pricing strategies that enhance product positioning and revenue generation.

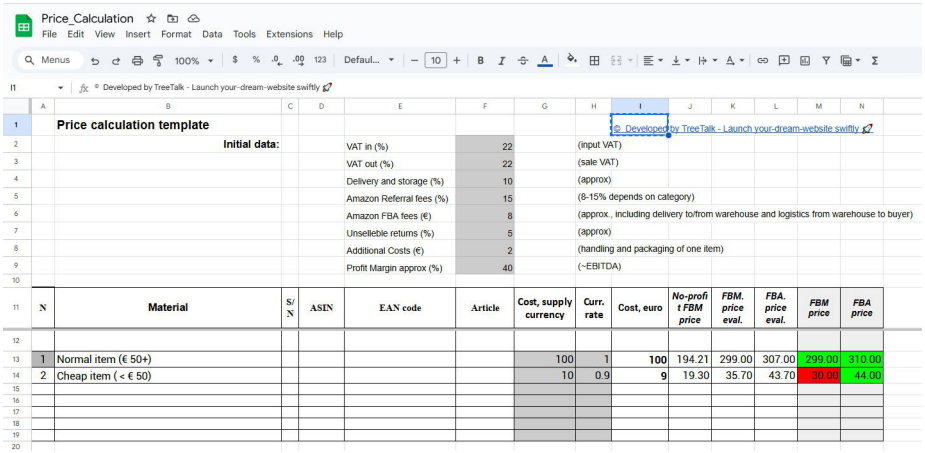
It's an indispensable asset for businesses seeking a reliable pricing model that considers the most important aspects of selling on Amazon, aiding in the careful planning and implementation of pricing strategies.

## What are the benefits of using the Product Pricing Template for Amazon FBA/FBM?

Product Pricing Calculator Excel Template assists businesses in accurately calculating sales prices and profit margins.
This template is very user-friendly and can be used to price multiple products at the same time.

## MAIN SECTIONS OF AMAZON PRODUCT PRICING CALCULATOR EXCEL TEMPLATE.

This template consists of 3 different sheets:
1. Main table: calculating prices for normal and cheap products, based on initial data and empiric coefficients.
2. Reverse check 1 (Normal items): defining your bottom line (real profit) for average-priced products.
3. Reverse check 2 (Cheap items): defining your bottom line (real profit) for low-cost products.



Price_Calculation

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**Price calculation template**

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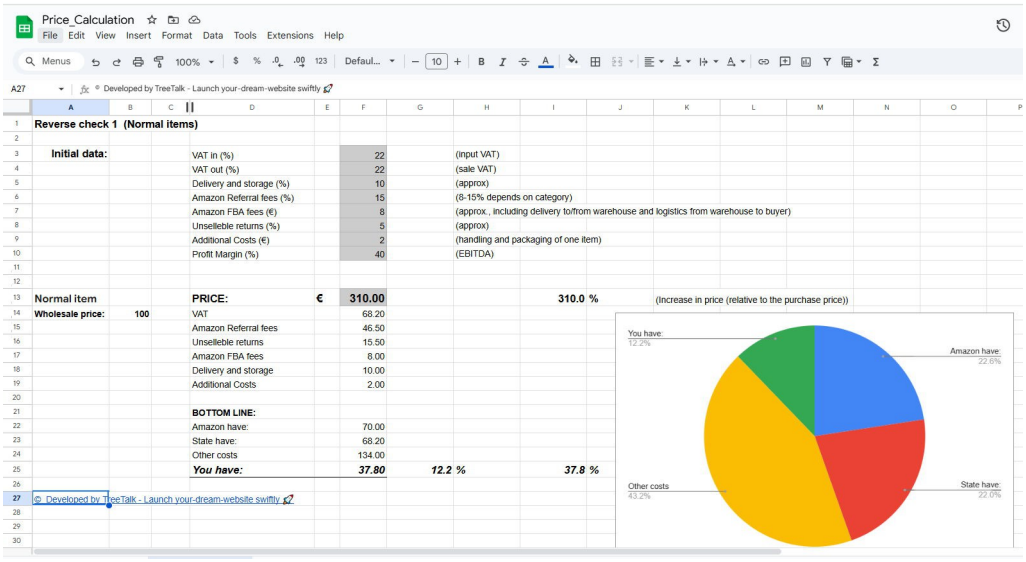
| | | |
|---|---|---|
| **Initial data:** | | |
| VAT in (%) | 22 | (input VAT) |
| VAT out (%) | 22 | (sale VAT) |
| Delivery and storage (%) | 10 | (approx) |
| Amazon Referral fees (%) | 15 | (8-15% depends on category) |
| Amazon FBA fees (€) | 8 | (approx., including delivery to/from warehouse and logistics from warehouse to buyer) |
| Unsellable returns (%) | 5 | (approx) |
| Additional Costs (€) | 2 | (handling and packaging of one item) |
| Profit Margin approx (%) | 40 | (~EBITDA) |

| N | Material | S/N | ASIN | EAN code | Article | Cost, supply currency | Curr. rate | Cost, euro | No-profit FBM price | FBM. price eval. | FBA. price eval. | FBM price | FBA price |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1 | Normal item (€ 50+) | | | | | 100 | 1 | 100 | 194.21 | 299.00 | 307.00 | 299.00 | 310.00 |
| 2 | Cheap item ( < € 50) | | | | | 10 | 0.9 | 9 | 19.30 | 35.70 | 43.70 | 30.00 | 44.00 |

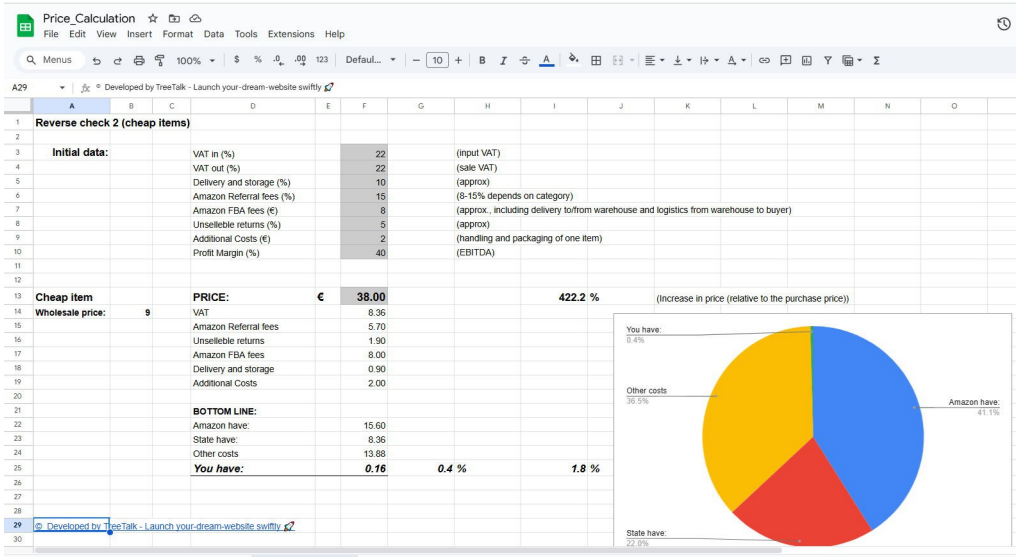
*Amazon FBA/FBM Product Pricing Calculator Excel Template - Main Tab*

## AMAZON PRODUCT PRICING CALCULATOR FEATURES SUMMARY.

Product pricing calculator in Excel template;
Analyzing the costs for Amazon-specific sellers;
Calculating prices for normal and cheap products differently;
Includes graphs to have a visual overview of your profit;
Print ready;
No installation is needed, ready to use;
Works both on Mac and Windows;
Compatible with Excel 97, Open Office, Google Sheets and similar Spreadsheets Softvare;
Does not include any macros.




*Amazon FBA/FBM Product Pricing Calculator Excel Template - Revenue Tab Normal Items*




*Amazon FBA/FBM Product Pricing Calculator Excel Template - Revenue Tab Cheap Items*

## HOW TO USE THE AMAZON FBA/FBM PRODUCT PRICING CALCULATOR?

1. Insert actual initial data into the grey fields in the first table (Main Tab).
2. Get a price evaluation in white fields.
3. Check competitors' prices and correct yours, if needed; insert them into the gray fields of columns [FBM price] and [FBA price].
4. Switch to tab [Reverse check 1] (for Normal items) and/or to tab [Reverse check 2] (for Cheap items); insert actual initial data into the grey fields and check your estimated profit.

## AMAZON PRODUCT PRICING CALCULATOR PRODUCT PAGE:

https://promarket-eu.com/b2b/Price-Calculator-for-Amazon-FBA-FBM.html

## AMAZON PRODUCT PRICING CALCULATOR VIDEO (How-To, Step-By-Step):

https://youtu.be/x0cyeuWyRyI

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