

ORIGINAL PRICE	PROFIT PRICING	NOTES
0 - \$3.00	Use only the .50 or the .00	Don't bother with the .25 or .75 – in most situations, it won't make a difference.
\$4.00 - \$5.00	\$5.00	A customer considers a \$4 item to really be a \$5 item anyway.
\$6.00 - \$8.00	\$8.00	Use only when you have to – think hard and consider if the value of the item is really \$10.
\$9.00 - \$10.00	\$10.00	In their heads, a customer considers it a \$10 item anyway.
\$11.00 - \$12.00	\$12.00	An \$11.00 looks like it should have been \$10.
\$13.00 - \$15.00	\$15.00	People like to think in 5's. If it is \$13 or \$14, it might as well be \$15.
\$18.00 - \$20.00	\$20.00	As the prices get higher, I find that the extra dollar or two or three won't stop a customer from buying it.
\$21.00 - \$22.00	\$22.00	Keep the extra few dollars for yourself.
\$23.00 - \$25.00	\$25.00	No discernible difference from the customers.
Above \$25.00	Increase by \$5 up to \$100	
Above \$100	You can primarily increase by \$25.00	Try it. Really look at an item. No one will buy an item at \$140 that they wouldn't buy at \$150.

These are the only prices that you should use in your store.