

# Retail Math

## Initial Markup (IMU)

The initial markup is the difference between the cost of an item and its original selling price. The initial markup is sometimes referred to as markon and is represented as a % (percentage) for purposes of analysis.

**Formula:**

$$\text{Initial Markup \%} = \frac{\text{Original Retail} - \text{Cost}}{\text{Original Retail}}$$

**Example:**

Retail	\$200
Cost	\$92
Difference	\$108

$$\text{Markup \%} = \frac{\$200 - \$92}{\$200} = \frac{\$108}{\$200} = .54 \text{ or } 54\%$$

## Markdowns

A markdown is any reduction in the selling price after receiving the merchandise into inventory at the original selling price.

Markdown % (percentage) = Markdown dollars divided by Net Sales. Net sales are defined as actual revenue received after the markdown is taken. Sales tax is never included in determining net sales.

**Formula:**

$$\text{Markdown \%} = \frac{\text{Markdown Dollars}}{\text{Net Sales}}$$

**Example:**

Net Sales	\$100,000
Markdown Dollars	\$18,000

$$\text{Markdown \%} = \frac{\$18,000}{\$100,000} = .18 \text{ or } 18\%$$

## Maintained Markup (MMU)

Maintained Markup is another way of saying gross profit on merchandise sold. It reflects how markdowns impact initial markup (IMU). Unlike cost accounting, managerial accounting does not treat freight or shrinkage as a part of cost of goods sold. Therefore MMU is often higher on internal POS (point-of-sale systems) and professional merchandise plans than on a financial statement.

To determine MMU% is a 3 step process:

1. Determine your Initial Markup (IMU) using the formula from above. Then calculate the cost compliment of this amount. (100% - IMU).
2. Calculate your Markdown % (percentage) using the formula above. Then calculate your markdown % at cost.
3. Subtract your Markdowns at cost from your IMU.

**Formula:**

**Step 1:** 100 - IMU

**Step 2:** Markdown % X cost compliment =

**Step 3:** IMU - Markdowns @ Cost

**Example:**

**Step 1:** 100 - 54 = 46

**Step 2:** .18 x 46 = 8.28

**Step 3:** 54 - 8.28 = 45.72(%)

# Real Estate Math For Dummies

**David Kirk**



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