

## The Effect of Price Rises and Lost Customers on Profits

<b>If your Gross Profit % is..</b>	<b>20%</b>			
And you Increase your prices by...		5%	10%	15%
<b>Profits are higher until Customer Trade drops more than...</b>		<b>20.0%</b>	<b>33.3%</b>	<b>42.8%</b>

<b>If your Gross Profit % is..</b>	<b>35%</b>			
And you Increase your prices by...		5%	10%	15%
<b>Profits are higher until Customer Trade drops more than...</b>		<b>12.5%</b>	<b>22.0%</b>	<b>30.0%</b>

<b>If your Gross Profit % is..</b>	<b>50%</b>			
And you Increase your prices by...		5%	10%	15%
<b>Profits are higher until Customer Trade drops more than...</b>		<b>9.0%</b>	<b>16.6%</b>	<b>23.0%</b>