FREE WORKSHEET

Will the next market pay off?

A one-page planning exercise from HIVE Market. Use your own numbers; the example is fictional.

1. Average selling price per item	**$**_________
2. Product cost, including making labor	**$**_________
3. Payment fee per item	**$**_________
4. Contribution: line 1 - line 2 - line 3	**$**_________
5. Booth, travel and other fixed event costs	**$**_________
6. Event hours x your hourly value	**$**_________
7. Total event costs: line 5 + line 6	**$**_________
8. Break-even: line 7 / line 4, rounded UP	_________ **items**

If contribution is zero or negative, change your price or costs before using break-even. Keep sales tax out of revenue. Making labor belongs in product cost; event labor is separate time.

A worked example

$24 price - $9.50 product cost - $0.996 payment fee = $13.504 contribution. $140 event cash costs + $108 event labor = $248. Divide $248 by $13.504 and round up: 19 items to break even including labor.

At 30 items: $157.12 profit including event labor. At 10 items: a $112.96 loss. No sales: a $248 loss. Figures exclude income tax and any costs not entered.

Want the editable pricing, event and consignment tools? Visit https://www.jointhehivemarket.com/vendor-kit.