



Back of the Napkin Worksheet

Instructions: Using the COGS calculations you have completed, follow the steps below to determine how many units you must sell in order to reach your profit goal.

What is one unit of the product you are selling? _____

Profit Goal (How much profit would you like to make by selling your product?) (A)	
Selling Price of One Unit (B)	
Total COGS of One Unit (C)	
Gross Profit per Unit (B-C) = (D)	

Using the information calculated above, how many units must you sell to achieve your profit goal?

Formula: Profit Goal (A) / Gross Profit per Unit (D) = Units Sold Goal (E)

In order to accomplish your profit goal, how much will you spend on materials?

Formula: Total COGS of One Unit (C) / Units Sold Goal (E) = Total Materials Cost (F)