

The Prosperous Kitchen

First, know your “break-even point.”

Don't forget to factor in a PROSPEROUS salary for your own labor!

Name of Product/Service:	
Materials/COGs/Direct	Costs
<i>Labor</i>	
Overhead/Fixed/Indirect	
<i>Rent</i>	
<i>Utilities/Internet</i>	
<i>Marketing</i>	
<i>Insurance</i>	
<i>Professional Services</i>	
<i>Labor</i>	

Profitable Pricing



- Cost of Goods
- Materials: Flour, Sugar
- Labor: Yours or Someone Else's
- Overhead: Rent, Marketing

How Much Customers Will Pay = Your Brand Equity + Market

