
Margin	Equivalent markup	Price multiplier on cost
5%	5.3%	1.053×
10%	11.1%	1.111×
15%	17.6%	1.176×
20%	25.0%	1.250×
25%	33.3%	1.333×
30%	42.9%	1.429×
33.3%	49.9%	1.499×
40%	66.7%	1.667×
50%	100.0%	2.000×
60%	150.0%	2.500×
70%	233.3%	3.333×