

Tabela de Margem x Markup

Margem	Markup
1,00%	1,01%
2,00%	2,04%
3,00%	3,09%
4,00%	4,17%
5,00%	5,26%
6,00%	6,38%
7,00%	7,53%
8,00%	8,70%
9,00%	9,89%
10,00%	11,11%
11,00%	12,36%
12,00%	13,64%
13,00%	14,94%
14,00%	16,28%
15,00%	17,65%
16,00%	19,05%
17,00%	20,48%
18,00%	21,95%
19,00%	23,46%
20,00%	25,00%
21,00%	26,58%
22,00%	28,21%
23,00%	29,87%
24,00%	31,58%
25,00%	33,33%
26,00%	35,14%
27,00%	36,99%
28,00%	38,89%
29,00%	40,85%
30,00%	42,86%
31,00%	44,93%
32,00%	47,06%
33,00%	49,25%
34,00%	51,52%
35,00%	53,85%
36,00%	56,25%
37,00%	58,73%
38,00%	61,29%
39,00%	63,93%
40,00%	66,67%
41,00%	69,49%
42,00%	72,41%
43,00%	75,44%
44,00%	78,57%
45,00%	81,82%
46,00%	85,19%
47,00%	88,68%
48,00%	92,31%
49,00%	96,08%
50,00%	100,00%

Margem	Markup
50,00%	100,00%
51,00%	104,08%
52,00%	108,33%
53,00%	112,77%
54,00%	117,39%
55,00%	122,22%
56,00%	127,27%
57,00%	132,56%
58,00%	138,10%
59,00%	143,90%
60,00%	150,00%
61,00%	156,41%
62,00%	163,16%
63,00%	170,27%
64,00%	177,78%
65,00%	185,71%
66,00%	194,12%
67,00%	203,03%
68,00%	212,50%
69,00%	222,58%
70,00%	233,33%
71,00%	244,83%
72,00%	257,14%
73,00%	270,37%
74,00%	284,62%
75,00%	300,00%
76,00%	316,67%
77,00%	334,78%
78,00%	354,55%
79,00%	376,19%
80,00%	400,00%
81,00%	426,32%
82,00%	455,56%
83,00%	488,24%
84,00%	525,00%
85,00%	566,67%
86,00%	614,29%
87,00%	669,23%
88,00%	733,33%
89,00%	809,09%
90,00%	900,00%
91,00%	1011,11%
92,00%	1150,00%
93,00%	1328,57%
94,00%	1566,67%
95,00%	1900,00%
96,00%	2400,00%
97,00%	3233,33%
98,00%	4900,00%
99,00%	9900,00%

Preço de custo R\$ 100,00 Preço de venda R\$ 150,00

LUCRO bruto
R\$ 50,00

MARGEM

$$\frac{\text{LUCRO } 50}{\text{PREÇO DE VENDA } 150} \times 100 = 33,33\%$$

MARKUP

O CALCULO SIMPLES DA CALCULADORA

$$\frac{\text{LUCRO } 50}{\text{CUSTO } 100} \times 100 = 50\% \text{ DE MARKUP}$$

O CALCULO SIMPLES DA CALCULADORA