

## An ordinary Etsy US sale

|                               |         |
|-------------------------------|---------|
| Revenue excluding entered tax | \$20.00 |
| Product and labour            | \$8.00  |
| Fulfilment                    | \$3.50  |
| Marketplace fees              | \$1.30  |
| Payment processing            | \$0.85  |
| Other seller fees             | \$0.20  |
| Non-recovered fee VAT         | \$0.00  |
| Advertising                   | \$0.00  |
| Expected return loss          | \$0.00  |
| CONTRIBUTION PER ORDER        | \$6.15  |

### ASSUMPTIONS & SCOPE

\$20 sale with \$8 product cost, \$0.50 packaging, \$3 postage and ordinary US fees. No collected sales tax or advertising is entered.

Margin 30.75%; engine 1.0.0.

Per-order estimate; input costs must use the same tax basis.

Marketplace percentage fees exclude entered marketplace-collected tax; processing fees include it. Both include buyer shipping.

Fixed and manual marketplace charges are per order. An exact manual charge stays fixed when comparing prices; update it for each scenario if the fee changes.

Listing, product, packaging, FBA, storage and inbound inputs are per unit; postage and ads are per order.

Return loss is the reduction in contribution compared with a kept order. Include refunds, extra return costs and actual recoveries without counting ordinary costs again.

Contribution excludes general business overhead and income/corporation tax. Operating estimate deducts only entered allocated overhead.