

Set your price

The price staircase in three steps: work out the floor, read the benchmark and dare to charge for the premium.
One calculation per product – print a page per product if you have several.

Step 1 · The floor & the benchmark

Product: _____ Size/weight: _____

The floor calculation

Count per unit. Your time is a real cost – set an honest hourly rate and stand by it.

Raw materials, kr/unit · Packaging + label, kr/unit

Your time: hours per batch ____ × hourly rate ____ kr ÷ units per batch ____ = kr/unit

Overheads (electricity, premises, transport, waste, fees – about 15%), kr/unit

Margin (20% survive · 30% grow · 40% premium), kr/unit

MY FLOOR (the total – I never sell below this), kr/unit

The benchmark

Three prices to read off – a map, not an order.

The industrial product on the shop shelf, kr

Another small-scale producer, kr

The most expensive in my category, kr

TIPS

The trap: automatically landing in the middle of the range. Then somebody else has set your price. The benchmark shows what the customer is used to – not what your product is worth.

Step 2 · The premium & the channel steps

What makes you special — on a price tag.

My proof of value

Listen for the proof: what do returning customers say, what do they photograph, what do they ask about?

Three things my customers actually value — in the customer's own words

My price

Dare to sit above the middle of the benchmark if the proof carries it. Round prices for craft.

My price to the consumer, kr · The reason on the shelf edge (one line)

The channel steps

One price logic: the same consumer price everywhere — never undercut in your own channels.

Recommended consumer price (incl. VAT), kr

Price to a shop (excl. VAT), kr — above the floor? YES / NO

Price to a wholesaler (excl. VAT), kr — above the floor? YES / NO

Own channels (farm shop, market): full price, kr

TIPS

If a trade price sits below the floor, the answer is no thank you — or a higher consumer price. Raise the price 10% and keep 9 of 10 customers and you earn more than before, with less work.