

COMMENT MARGIN ON INSTAGRAM

The Margin Worksheet

Stocking from Faire is fine to test what sells. But you are running someone else's brand at a 50 percent margin, and the boutique next door can stock the exact same product. Here is the graduation math.

Faire vs your own label

On Faire you buy at keystone, about half of retail, so a \$39.90 item leaves you around \$20. Your own label, factory-direct, can cost around \$14 for the same product, which is roughly a 65 percent margin, and nobody else in your zip code can stock it.

THE FORMULA

$$\text{Margin \%} = (\text{Retail price} - \text{Your cost}) \div \text{Retail price} \times 100$$
$$\text{Points gained by going own-label} = \text{Own-label margin\%} - \text{Faire margin\%}$$

Same math works for any product. Plug in your retail price and each cost to compare any two sourcing routes side by side.

WORKED EXAMPLE (AT \$39.90 RETAIL)

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Faire (resell) cost, keystone	\$19.95
Faire margin = $(\$39.90 - \$19.95) / \$39.90$	50%
Own-label unit cost, factory-direct	\$14.00
Own-label margin = $(\$39.90 - \$14.00) / \$39.90$	65%
Difference	+15 points + zip-code exclusivity
Commitment	Faire ~\$200 order vs ~100 units / style

Faire is low commitment and low margin. Own-label is a real order and real margin, plus you are the only shop in your area with it. Use Faire to find winners, then graduate the winners.

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