

## Results of taking a markdown at various initial Gross Profit percentages – Maintained Margin

### Original Margin

	65%	64%	63%	62%	61%	60%	59%	58%	57%	56%	55%	54%	53%	52%	51%	50%
10%	61.1%	60.0%	58.9%	57.8%	56.7%	55.6%	54.4%	53.3%	52.2%	51.1%	50.0%	48.9%	47.8%	46.7%	45.6%	44.4%
15%	58.8%	57.6%	56.5%	55.3%	54.1%	52.9%	51.8%	50.6%	49.4%	48.2%	47.1%	45.9%	44.7%	43.5%	42.4%	41.2%
20%	56.3%	55.0%	53.8%	52.5%	51.3%	50.0%	48.8%	47.5%	46.3%	45.0%	43.8%	42.5%	41.3%	40.0%	38.8%	37.5%
25%	53.3%	52.0%	50.7%	49.3%	48.0%	46.7%	45.3%	44.0%	42.7%	41.3%	40.0%	38.7%	37.3%	36.0%	34.7%	33.3%
30%	50.0%	48.6%	47.1%	45.7%	44.3%	42.9%	41.4%	40.0%	38.6%	37.1%	35.7%	34.3%	32.9%	31.4%	30.0%	28.6%
33%	47.5%	46.0%	44.5%	43.0%	41.5%	40.0%	38.5%	37.0%	35.5%	34.0%	32.5%	31.0%	29.5%	28.0%	26.5%	25.0%
35%	46.2%	44.6%	43.1%	41.5%	40.0%	38.5%	36.9%	35.4%	33.8%	32.3%	30.8%	29.2%	27.7%	26.2%	24.6%	23.1%
40%	41.7%	40.0%	38.3%	36.7%	35.0%	33.3%	31.7%	30.0%	28.3%	26.7%	25.0%	23.3%	21.7%	20.0%	18.3%	16.7%
45%	36.4%	34.5%	32.7%	30.9%	29.1%	27.3%	25.5%	23.6%	21.8%	20.0%	18.2%	16.4%	14.5%	12.7%	10.9%	9.1%
50%	30.0%	28.0%	26.0%	24.0%	22.0%	20.0%	18.0%	16.0%	14.0%	12.0%	10.0%	8.0%	6.0%	4.0%	2.0%	0.0%
55%	22.2%	20.0%	17.8%	15.6%	13.3%	11.1%	8.9%	6.7%	4.4%	2.2%	0.0%	-2.2%	-4.4%	-6.7%	-8.9%	-11.1%
60%	12.5%	10.0%	7.5%	5.0%	2.5%	0.0%	-2.5%	-5.0%	-7.5%	-10.0%	-12.5%	-15.0%	-17.5%	-20.0%	-22.5%	-25.0%
65%	0.0%	-2.9%	-5.7%	-8.6%	-11.4%	-14.3%	-17.1%	-20.0%	-22.9%	-25.7%	-28.6%	-31.4%	-34.3%	-37.1%	-40.0%	-42.9%
66%	-5.0%	-8.0%	-11.0%	-14.0%	-17.0%	-20.0%	-23.0%	-26.0%	-29.0%	-32.0%	-35.0%	-38.0%	-41.0%	-44.0%	-47.0%	-50.0%
70%	-16.7%	-20.0%	-23.3%	-26.7%	-30.0%	-33.3%	-36.7%	-40.0%	-43.3%	-46.7%	-50.0%	-53.3%	-56.7%	-60.0%	-63.3%	-66.7%
75%	-40.0%	-44.0%	-48.0%	-52.0%	-56.0%	-60.0%	-64.0%	-68.0%	-72.0%	-76.0%	-80.0%	-84.0%	-88.0%	-92.0%	-96.0%	-100.0%
80%	-75.0%	-80.0%	-85.0%	-90.0%	-95.0%	-100.0%	-105.00%	-110.0%	-115.0%	-120.0%	-125.0%	-130.0%	-135.0%	-140.0%	-145.0%	-150.0%
85%	-133.3%	-140.0%	-146.7%	-153.3%	-160.0%	-166.7%	-173.3%	-180.0%	-186.7%	-193.3%	-200.0%	-206.7%	-213.3%	-220.0%	-226.7%	-233.3%
90%	-250.0%	-260.0%	-270.0%	-280.0%	-290.0%	-300.0%	-310.0%	-320.0%	-330.0%	-340.0%	-350.0%	-360.0%	-370.0%	-380.0%	-390.0%	-400.0%
95%	-600.0%	-620.0%	-640.0%	-660.0%	-680.0%	-700.0%	-720.0%	-740.0%	-760.0%	-780.0%	-800.0%	-820.0%	-840.0%	-860.0%	-880.0%	-900.0%