

Target Pricing Analysis

Product or Service	Variable cost per unit	Fixed costs	Expected unit sales	Desired ROI	Capital Invested	Cost per unit	Price	Contribution Margin	Contribution Margin %
RomanQuest	\$16.00	\$3,000,000.00	200,000	230%	\$500,000	\$31.00	\$36.75	\$20.75	56.46%
War 2112	\$18.00	\$4,000,000.00	245,000	310%	\$780,000	\$34.33	\$44.20	\$26.20	59.27%
Global Challenge	\$22.00	\$3,500,000.00	315,000	430%	\$800,000	\$33.11	\$44.03	\$22.03	50.04%
Galaxy Termionator	\$19.00	\$4,000,000.00	383,000	380%	\$815,000	\$29.44	\$37.53	\$18.53	49.37%