

Price Sheets

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This is the place to lay out all of your formulas for setting the price of all the products in your stores. Price Sheets let you control markup by fixed amounts and by percentages. You can have different prices for different online locations. You can hide your shipping costs in the markup.

Advanced features allow for price rounding and markups based on variables like weight.



It is important to know that Mecka is designed to always enforce MAP.

If you happen to set your Price Sheet to come up with a selling price that is lower than MAP, **Mecka will raise the price** to ensure that you are compliant.

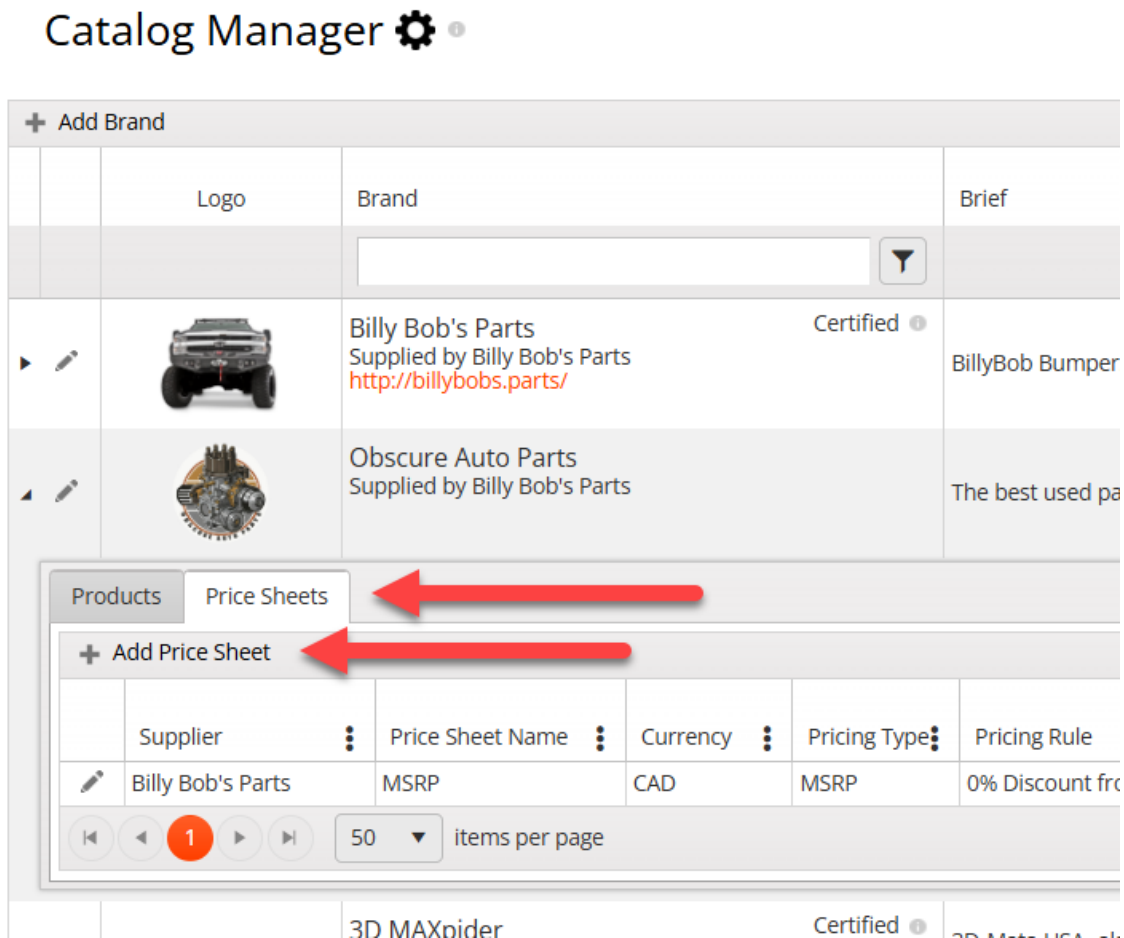
Price Sheet Overview

Watch this video to see how to add Price Sheets and keep reading for more detailed instructions.

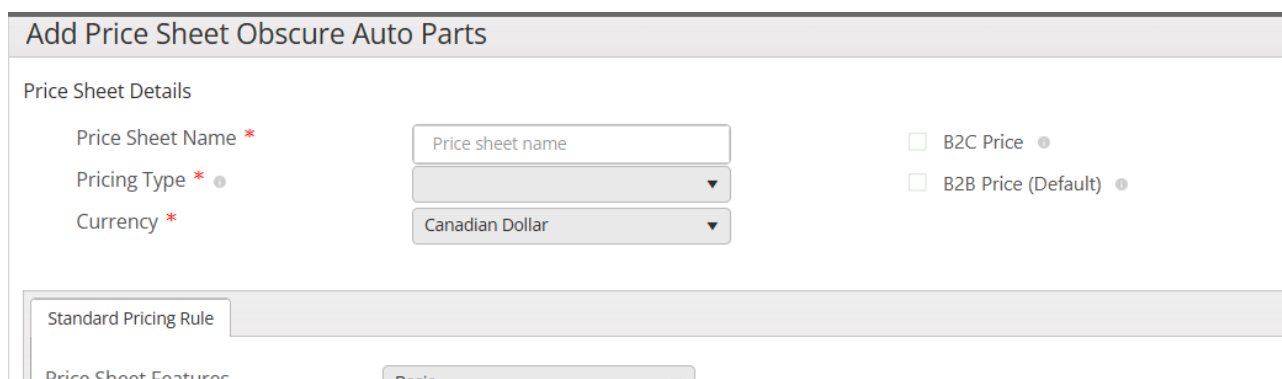
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How to Edit Price Sheets

From your dashboard, open up a brand and click on the Price Sheets tab. Then click on 'Add Price Sheet' to get started.



This will open a window that contains all the settings needed to create a new Price Sheet.





You may see slightly different options through this section because of the type of account you are working with in Mecka.

Price Sheet Name: We recommend a strategy that is similar to the content of the Price Sheet using names like "eBay" or "Retail"

Pricing Type: has specific options based on the Price Sheet that you are creating. (The two sections in bold are the most common.)

- **Cost**
 - **Purpose:** Use this type to share the cost of your products with other Mecka subscribers.
 - **Limit:** One per currency, per brand.
 - **Flexibility:** Anyone can create Cost price sheets, overriding supplied costs in Mecka.
 - **Multi-currency:** Cost sheets must exist for each currency to calculate margins/markups. However, costs can be approximated from another currency (e.g., derive USD cost from CAD cost discounted at 30%).
- **Factoring**
 - **Purpose:** Used strictly to raise or lower another price. For example, you want to add an additional \$10 charge on top of an already calculated price.
 - **Limit:** Unlimited per brand.
- Jobber
 - **Purpose:** Serves as a baseline for businesses that manage pricing using Jobber rates.
 - **Limit:** One per currency, per brand.
- **MSRP**
 - **Purpose:** Use this when it is necessary to set a specific price
 - **Limit:** One per currency, per brand.
 - **Created by:** Typically brand owner/manufacturer, but Mecka allows anyone to create MSRP sheets (overriding supplier MSRP).
- **Retail**
 - **Limit:** One per currency, per brand.
 - **Purpose:** Used for display on sales channels such as websites, eBay, and the Mecka portal.

Currency: US, Canadian, and Mexican currencies are at the top of the list.

B2C Price: This checkbox is used to set this Price Sheet to be used on your Mecka run e-commerce website.

B2B Price (Default): This is to set this Price Sheet as your default wholesale price.

The next section has options for both Basic and Advanced features.

Basic Price Sheet

The Basic features cover the most common options.

The screenshot shows the 'Basic' pricing rule configuration. At the top, there are tabs for 'Standard Pricing Rule', 'Members', and 'Upload'. Below this, the 'Price Sheet Features' dropdown is set to 'Basic'. There are two checkboxes: 'Automatically Adjust Pricing When Base Price Changes' (checked) and 'Force to MAP When Available' (unchecked). Below these are four input fields: 'Percentage (%)' with a value of 75.0000, 'Flat Amount (\$)' which is empty, 'Operation' set to 'Discount', and 'From Base' set to 'MSRP USD'.

Automatically Adjust Pricing When Base Price Changes: As Mecka gets the latest prices from your suppliers, it will raise or lower the prices on your stores if this is selected.

Force to MAP When Available: Enable this checkbox to LOWER all the prices on this Price Sheet to MAP. Be careful when using this option because it can cause you to sell below your total cost.

Percentage (%): Set the value that you want to use

Flat Amount (\$): Will be in the currency that you selected

Operation:

- **Discount:** Will lower the final result. Could be used on brands that have a rather high MSRP.
- **Fixed Price**
- **Margin**
- **Markup:** Will raise the final result. Typically take your base price and add some kind of markup on it

From Base: An initial Price Sheet will likely only have choices in this drop-down box for MSRP. However, all additional Price Sheets will also appear in this list. This can allow you to build a Price Sheet by making modifications to a previous Price Sheet.

Refresh: Click this button to see the results of your Price Sheet. This will allow you to determine if the settings you chose are what you wanted.

Advanced Price Sheet

The screenshot shows the 'Advanced' pricing rule configuration. At the top, there are tabs for 'Standard Pricing Rule', 'Members', and 'Upload'. Below this, the 'Price Sheet Features' dropdown is set to 'Advanced'. There are two checkboxes: 'Automatically Adjust Pricing When Base Price Changes' (checked) and 'Force to MAP When Available' (unchecked). Below these are four input fields: 'Percentage (%)' with a value of 1.0000, 'Flat Amount (\$)' with a value of 4.00, 'Operation' set to 'Markup', and 'From Base' which is empty. A red box highlights the 'Advanced Pricing Features' section, which contains three checkboxes: 'Additive Pricing', 'Price Rounding', and 'Structured Markup', all of which are unchecked.

Additive Pricing:

Checking Additive Pricing allows you to assign specific dollar amount markups to each Part Number individually. When checked, enter the desired dollar amount markup in the "Change Sell" column for any part numbers you want to have a custom markup. Any part numbers without a custom markup will default to the price sheet rule. This is a complicated feature and if used incorrectly can result in unintended pricing issues.

Price Rounding:

This is useful to round UP prices on this Price Sheet to make a store appear less cluttered. When selected, it will cause all products to have prices that end in your choice of: .99, .98, .97 or more.

Structured Markup:

Set markup values on products based on either Price, Weight, or Dimension ranges. There must always be at least 2 range sequences. The first range sequence always starts at zero, and the last range in the sequence is always represented as infinity. Structured Markup based on Price can build off of other Price Sheets if needed. Weight and Dimension are options but be aware that some brands do not provide this information.

Click on '+ Add Range' for each additional sequence.

Structured Markup can be used as a way to **incorporate shipping charges**. This can let you put the shipping price into the base price without having to list it as an additional charge. An example could be a table that calculates an additional charge using this kind of formula:

- From \$0 to \$75: \$15 extra charge
- From \$75 to \$150: \$10 extra charge
- Over \$150: \$0 extra charges

That would result in a Structured Markup table that looks like:

Price Range (dollars)

Reference Price Sheet: eBay USD ▼

+ Add Range

FROM	TO	PERCENTAGE (%)	AMOUNT (\$)	
0.01	75		15	▲
75.01	150		10	✕
150.01	∞		0	▼

Refresh

Part Number	Base Price	Cost From Supplier	Core Charge	Total Cost	Ret.
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Click on the Refresh button to preview how the new prices will appear.

You can experiment with all the variations on the Price Sheet until you see the prices that you wish to use.

Just click on 'Refresh' every time you make a change to see the results.

You can click on **SAVE** at any time to hold onto your work. **SAVE AND CLOSE** to implement a Price Sheet and move on to the next step. Or **CLOSE** to abandon your work and move on to other adventures.
