Private Label Pricing Checklist

For private label supplements and skincare

Product _____ **Date** _____

The Price Ladder: 5 rungs from cost to shelf

1 Landed cost	2 Your price	3 Channel cut	4 Growth costs	5 What's left
Make + pack + freight	What you charge	Margins and fees	Ads, promos, storage	Pays the next run

Your numbers (per unit)

Landed cost

Shelf price

You receive: your website

You receive: Amazon

You receive: retail

Margin in hardest channel

Before you set your price

- [ ] Landed cost per unit includes packaging, one-time costs spread across the run, and freight in.
- [ ] Expected cost per unit at your second run is estimated.
- [ ] Every channel for the next 12 months is listed (website, Amazon, retail, distributor).
- [ ] What you receive per unit is worked out for each channel.
- [ ] Amazon: referral fee, FBA fulfillment and storage fees, ads, and selling plan (monthly or per-sale) included
- [ ] Card fees and shipping to the customer are included, for your own website.
- [ ] Retail promotions, free fill and chargebacks are budgeted, if retail is on the plan.
- [ ] Gross margin in the hardest channel covers marketing and reorders.
- [ ] Shelf price is checked against competing products.
- [ ] The same shelf price is used in every channel.

Notes

Planning aid only, not financial advice. Check current fees with each platform before you set prices.