



COST & PROFIT COMPARISON

8.5 oz Studio Tumbler Jar candles made with standard & Fine Fragrance oils

Candle Component	Unit Calculation	Candle 1 (\$33/lb standard FO)	Candle 2 (\$53/lb Fine Fragrance FO)
SimplySoy Artisan Wax (45 lb case)	7.8 oz @ \$0.136/oz	\$1.06	\$1.06
Studio Tumbler Jar	\$1.25 per jar	\$1.25	\$1.25
Black Metal Flat Lid	\$0.98 per lid	\$0.98	\$0.98
Fragrance Oil - 9% load	0.7 oz @ \$2.06/oz and \$3.31/oz	\$1.44	\$2.32
CD 20 Wick	\$0.11 per wick	\$0.11	\$0.11
Warning Label (2")	\$0.04 per label	\$0.04	\$0.04
Product Label	\$0.50 per label	\$0.50	\$0.50
Supplies Subtotal	Supplies sum	\$5.39	\$6.26
Shipping	10% of subtotal	\$0.54	\$0.63
Cost of Good (COG)	Per candle	\$5.93	\$6.89

Candle 1 (standard FO) Retail Price	Basic COG	Profit Margin	Cash Profit	Markup
\$24	\$5.93	75.3%	\$18.07	4x
Candle 2 (Fine Fragrance FO) Retail Price	Basic COG	Profit Margin	Cash Profit	Markup
\$24	\$6.89	71.3%	\$17.11	3.5x

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