## Section 1.2: Percentages, Mark-Ups, and Discounts

## Part I: Brief Review of Percentages

- The term percent means:

Examples:

1. What is $15 \%$ of 40 ?
2. $32 \%$ of 674 is what?

## Partll: The concept of a Mark-up

As consumers, when we purchase an item from a retailer, the item is marked-up a percentage in order that the retailer can make a profit on the sale.

Examples of Retailers:
***The Mark-up Formula***:

## Part III: The concept of a discount

When items are on sale, retailers mark down (discount and usually a percentage) items off an original retail price exists to hopefully entice consumers to purchase an item.
***The Discount Formula***:

## Section 1.2: Examples of Mark-ups and Discounts

## Part I: Mark-Up Examples

1. Walmart buys a TV from Sony for $\$ 300$ and marks the TV up $35 \%$. What was the retail price of the TV at Walmart that a consumer must pay?
2. What is the retail price of a car that was purchased by a dealership for $\$ 12,000$ if the car is marked-up $55 \%$ by the dealership?
3. ${ }^{* *}$ What was the wholesale price of a book that retails at the RU bookstore for $\$ 120$ and was marked up $30 \%$ ?
4. ** What is the wholesale price of a car that retails for $\$ 17,000$ if it was marked up $15 \%$ by the dealership?

## Partl:Discount/Sales Price Examples

1. A jacket retails for $\$ 120$ at The Gap. If it is discounted $20 \%$, what is the sales price of the jacket?
2. A new lawn mower retails for $\$ 320$ at Home Depot. If an end-of-summer sale discounts the mower at $45 \%$, what is the sales price of the mower?
3. **What is the retail price of a necklace if the sales price is $\$ 45$ and the discount is $20 \%$ ?
4. What is the retail price of a shirt if the sales price is $\$ 30$ and the discount is $25 \%$ ?
