

Objectives: 1. _____
2. _____

OBJECTIVE



Finding Markups

To make a profit, stores charge more for merchandise than they pay for it. The amount of increase is called the . The percent of increase is the

EXAMPLE 1 Finding Markup

1. A music store's percent of markup is 67%. A CD costs the store \$10.15. Find the markup.	2. A clothing store pays \$56 for a jacket. The store's percent of markup is 75%. Find the markup for the jacket.	3. A grocery store has a 20% markup on a can of soup. The can of soup costs the store \$1.25. Find the markup.
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The store's cost plus the markup equals the

EXAMPLE 2 Finding the Selling Price

1. A computer store pays \$6 for a computer mouse. The percent of markup is 75%. Find the mouse's selling price.	2. A \$5 cap has a 70% markup. Find the selling price.	3. A bookstore pays \$4.50 for a novel. The percent of markup is 45%. Find the selling price.
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Finding Discounts

When an item goes on sale, the amount of the price decrease is the _____ .
 The percent of decrease is the _____ .

$$\text{SALE PRICE} = \text{REGULAR PRICE} - \text{DISCOUNT}$$

EXAMPLE 3 Finding Discount

<p>1. Athletic shoes that regularly sell for \$85.99 are on sale for 20% off. Find the discount.</p>	<p>2. Pants priced at \$21.99 are marked 15% off. Find the discount.</p>	<p>3. A camera that regularly sells for \$210 is on sale for 30% off. Find the discount.</p>
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Here are two ways to use percent of discount to find a sale price.

More Than One Way

A video game that regularly sells for \$39.95 is on sale for 20% off. What is the sale price?

Eric's Method

Find the discount. Then find the sale price.

$$\begin{aligned} \text{discount} &= \text{percent of discount} \cdot \text{regular price} \\ &= 0.20 \cdot 39.95 \\ &= 7.99 \end{aligned}$$

$$\begin{aligned} \text{sale price} &= \text{regular price} - \text{discount} \\ &= 39.95 - 7.99 \\ &= 31.96 \end{aligned}$$

The sale price is \$31.96.



Michelle's Method

Find the sale price directly. The sale price equals 100% of the regular price minus 20% of the regular price.

$$\begin{aligned} \text{sale price} &= (100\% - 20\%) \cdot \text{regular price} \\ &= 80\% \cdot \text{regular price} \\ &= 0.80(39.95) \\ &= 31.96 \end{aligned}$$

The sale price is \$31.96.



Choose a Method

- Which method do you prefer? Explain.
- Find the sale price if the percent of discount is 25%. Round to the nearest cent.