

BONUS DOWNLOAD · CHEAT SHEET

Profit & ROI Cheat Sheet

Every fee, every formula and the targets pros use — on one page you keep open while you source.



The 4 numbers for every product

1 · LANDED COST

Product cost + Shipping in + Prep & labels

2 · PROFIT PER UNIT

Price – Referral – FBA fee or shipping – Storage – Landed cost

3 · ROI

Profit ÷ Landed cost — how hard your money works

4 · MARGIN

Profit ÷ Sale price — your safety cushion

The targets pros aim for

20–30%+

ROI on steady sellers
(common rule of thumb)

10–15%+

Profit margin — room for
price drops & returns

\$15–\$60

Price sweet spot that
absorbs fixed fees

3–6 wks

Of stock in your first
order on a new product

Every fee to include

Fee	How it works	Applies to
Referral fee	% of the total sale price — commonly 15%; some categories lower (often ~8%) at certain prices; small per-item minimum	FBA & FBM
Professional plan	\$39.99/month — spread it across your monthly units	Account
FBA fulfillment fee	Per unit, by size tier, shipping weight and price tier	FBA
Monthly storage	Per cubic foot; much higher October–December	FBA
Aged inventory surcharge	Extra charge on stock sitting too long in Amazon's warehouses	FBA
Inbound placement fee	Based on how many locations you ship to — more splits usually cost less	FBA
Low-inventory-level fee	On some standard-size items when stock runs low versus demand	FBA
Returns processing fee	High-return categories above a threshold	FBA
Shipping label + packaging	Your cost per order (use Buy Shipping)	FBM
Refund administration fee	Amazon keeps part of the referral fee when you refund	Refunds



Worked example: a healthy FBA product

Sale price	\$19.99
Referral fee (15%)	- \$3.00
FBA fulfillment fee	- \$4.60
Storage per unit	- \$0.15
Product cost	- \$7.50
Inbound shipping + placement	- \$0.60
Prep & FNSKU label	- \$0.45
Profit per unit	\$3.69

\$8.55

Landed cost

43%

ROI

18.5%

Margin

\$1.99

Profit if price drops 10% to \$17.99

Illustrative numbers. A 10% price drop cuts this profit by 46% — always calculate at the recent **low** price, not today's.

Power formulas

What you need	Formula	Example
Price floor (repricer minimum)	$(\text{Min. profit} + \text{FBA fee} + \text{landed cost}) \div (1 - \text{referral \%})$	$(\$2.50 + \$4.30 + \$8.40) \div 0.85 =$ \$17.89
Your monthly sales	$\text{Listing sales} \div (\text{competitive sellers} + 1)$	$600 \div (5 + 1) =$ 100 units
Break-even ACoS	$\text{Profit before ads} \div \text{sale price}$	$\$6 \div \$30 =$ 20%
Reorder point	$(\text{Daily sales} \times \text{lead-time days}) + \text{safety stock}$	$(6 \times 21) + 42 =$ 168 units
2-step handling time	$\text{Supplier processing} + \text{transit to 3PL} + \text{rework}$	$1 + 2 + 1 =$ 4 business days
Monthly profit	$\text{Profit per unit} \times \text{units you'll realistically sell}$	$\$3.69 \times 120 =$ \$443

Run your own numbers

Product	Price (90-day low)	Referral	FBA fee / shipping	Storage	Landed cost	Profit	ROI	Margin

THE GOLDEN RULE

If a product only works at **today's** price, it's a gamble. If it still hits your ROI and margin targets at the **90-day low** — with every fee included — it's a deal.

Fees change often — confirm current amounts with Amazon's Revenue Calculator or SellerAmp before every buy. Educational use only. Numbers are illustrative; results are not guaranteed. Not affiliated with Amazon.

