

価格戦略による粗利益シミュレーション早見表

〇〇〇〇株式会社 第3期

価格変更前の粗利益率 25.8%

粗利益の増加

粗利益の減少

■値下げした場合の販売数量増加による粗利益の増減率

販売 価格 値 下 げ 率	-25%	-97%	-97%	-97%	-96%	-96%	-96%	-96%	-96%	-96%	-96%	-95%
	-24%	-93%	-93%	-92%	-92%	-92%	-91%	-91%	-91%	-90%	-90%	-90%
	-23%	-89%	-89%	-88%	-88%	-87%	-86%	-86%	-85%	-85%	-84%	-84%
	-22%	-85%	-85%	-84%	-83%	-82%	-82%	-81%	-80%	-79%	-79%	-78%
	-21%	-81%	-80%	-80%	-79%	-78%	-77%	-76%	-75%	-74%	-73%	-72%
	-20%	-78%	-76%	-75%	-74%	-73%	-72%	-71%	-70%	-69%	-67%	-66%
	-19%	-74%	-72%	-71%	-70%	-68%	-67%	-66%	-64%	-63%	-62%	-60%
	-18%	-70%	-68%	-67%	-65%	-64%	-62%	-61%	-59%	-58%	-56%	-55%
	-17%	-66%	-64%	-62%	-61%	-59%	-57%	-56%	-54%	-52%	-51%	-49%
	-16%	-62%	-60%	-58%	-56%	-54%	-53%	-51%	-49%	-47%	-45%	-43%
	-15%	-58%	-56%	-54%	-52%	-50%	-48%	-46%	-43%	-41%	-39%	-37%
	-14%	-54%	-52%	-50%	-47%	-45%	-43%	-41%	-38%	-36%	-34%	-31%
	-13%	-50%	-48%	-45%	-43%	-40%	-38%	-36%	-33%	-31%	-28%	-26%
	-12%	-47%	-44%	-41%	-38%	-36%	-33%	-30%	-28%	-25%	-22%	-20%
	-11%	-43%	-40%	-37%	-34%	-31%	-28%	-25%	-23%	-20%	-17%	-14%
	-10%	-39%	-36%	-33%	-30%	-27%	-23%	-20%	-17%	-14%	-11%	-8%
	-9%	-35%	-32%	-28%	-25%	-22%	-19%	-15%	-12%	-9%	-6%	-2%
	-8%	-31%	-28%	-24%	-21%	-17%	-14%	-10%	-7%	-3%	0%	3%
	-7%	-27%	-23%	-20%	-16%	-13%	-9%	-5%	-2%	2%	6%	9%
	-6%	-23%	-19%	-16%	-12%	-8%	-4%	0%	4%	7%	11%	15%
-5%	-19%	-15%	-11%	-7%	-3%	1%	5%	9%	13%	17%	21%	
-4%	-16%	-11%	-7%	-3%	1%	6%	10%	14%	18%	23%	27%	
-3%	-12%	-7%	-3%	2%	6%	10%	15%	19%	24%	28%	33%	
-2%	-8%	-3%	1%	6%	11%	15%	20%	25%	29%	34%	38%	
-1%	-4%	1%	6%	11%	15%	20%	25%	30%	35%	39%	44%	
0%	0%	5%	10%	15%	20%	25%	30%	35%	40%	45%	50%	
	0%	+5%	+10%	+15%	+20%	+25%	+30%	+35%	+40%	+45%	+50%	
	販売数量増加率											

■値上げした場合の販売数量減少による粗利益の増減率

販売 価格 値 上 げ 率	+25%	97%	87%	77%	67%	58%	48%	38%	28%	18%	8%	-2%
	+24%	93%	83%	74%	64%	54%	45%	35%	25%	16%	6%	-3%
	+23%	89%	80%	70%	61%	51%	42%	32%	23%	13%	4%	-5%
	+22%	85%	76%	67%	57%	48%	39%	30%	20%	11%	2%	-7%
	+21%	81%	72%	63%	54%	45%	36%	27%	18%	9%	0%	-9%
	+20%	78%	69%	60%	51%	42%	33%	24%	15%	7%	-2%	-11%
	+19%	74%	65%	56%	48%	39%	30%	22%	13%	4%	-4%	-13%
	+18%	70%	61%	53%	44%	36%	27%	19%	10%	2%	-7%	-15%
	+17%	66%	58%	49%	41%	33%	24%	16%	8%	0%	-9%	-17%
	+16%	62%	54%	46%	38%	30%	22%	13%	5%	-3%	-11%	-19%
	+15%	58%	50%	42%	34%	27%	19%	11%	3%	-5%	-13%	-21%
	+14%	54%	47%	39%	31%	23%	16%	8%	0%	-7%	-15%	-23%
	+13%	50%	43%	35%	28%	20%	13%	5%	-2%	-10%	-17%	-25%
	+12%	47%	39%	32%	25%	17%	10%	3%	-5%	-12%	-19%	-27%
	+11%	43%	36%	28%	21%	14%	7%	0%	-7%	-14%	-22%	-29%
	+10%	39%	32%	25%	18%	11%	4%	-3%	-10%	-17%	-24%	-31%
	+9%	35%	28%	21%	15%	8%	1%	-6%	-12%	-19%	-26%	-33%
	+8%	31%	24%	18%	11%	5%	-2%	-8%	-15%	-21%	-28%	-34%
	+7%	27%	21%	14%	8%	2%	-5%	-11%	-17%	-24%	-30%	-36%
	+6%	23%	17%	11%	5%	-1%	-8%	-14%	-20%	-26%	-32%	-38%
+5%	19%	13%	7%	1%	-4%	-10%	-16%	-22%	-28%	-34%	-40%	
+4%	16%	10%	4%	-2%	-8%	-13%	-19%	-25%	-31%	-36%	-42%	
+3%	12%	6%	0%	-5%	-11%	-16%	-22%	-27%	-33%	-39%	-44%	
+2%	8%	2%	-3%	-8%	-14%	-19%	-25%	-30%	-35%	-41%	-46%	
+1%	4%	-1%	-7%	-12%	-17%	-22%	-27%	-32%	-38%	-43%	-48%	
0%	0%	-5%	-10%	-15%	-20%	-25%	-30%	-35%	-40%	-45%	-50%	
	0%	-5%	-10%	-15%	-20%	-25%	-30%	-35%	-40%	-45%	-50%	
	販売数量減少率											