

Online Pricing & Unit Economics

Furniture & Home Furnishings

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds online furniture pricing and unit economics from your discrete cost, commission, shipping and returns inputs — so listings are actually profitable. Use it to price for online reality. For the full P&L use the Furniture P&L Modeller.

Purpose of this tool & output

Price online to actually make money

How the output is used

Use it to price online to actually make money — an online pricing and unit economics view that nets out commission, shipping and returns.

Who should vet it

Your CA or finance lead, to confirm the commission, shipping and returns costs in the online unit economics.

Important cautions

Shipping and amortised returns and RTO costs often turn an apparently profitable online furniture SKU into a loss — include them fully. Price and select products for online viability, not just product margin. Reducing returns and shipping is usually the key lever. Validate cost and returns figures against actuals.

Companion documents

- D2C Furniture Brand Launch
- Marketplace Strategy
- Product Listing & Content
- Furniture Logistics & Last-Mile Assembly
- Damage, Returns & RTO Reduction
- Website & Online Catalogue

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.