

Online Pricing Strategy

India SMB

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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

Calculates a marketplace listing price that still leaves your target profit after commission, shipping, GST and a returns/RTO cushion, with the full deduction breakdown. Use this to price for online selling; for offline or cost-plus pricing use the Cost-Plus Pricing Calculator.

Purpose of this tool & output

Price for marketplaces after commission, shipping and returns

How the output is used

Use it to price for marketplaces after commission, shipping and returns so the sale still makes money.

Who should vet it

Your accountant, to confirm the net margin after all marketplace deductions.

Important cautions

Estimate — confirm exact fee slabs on your platform rate card.

Companion documents

- ONDC Seller Onboarding Guide
- Online Marketplace Selector
- Product Listing Builder
- Shipping & Returns Policy Generator

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.