



7 Rumus Menentukan Harga Jual Makanan



7 CARA MENENTUKAN HARGA JUAL MAKANAN

1. Markup Pricing

$$\text{Harga Jual} = \text{Biaya Bahan Baku Modal} + (\text{Biaya Bahan Baku Modal} \times \text{Markup})$$

Contoh :

↳ Modal = Rp. 10.000

↳ Markup = 20 %

$$\begin{aligned} \text{Harga Jual} &= \text{Rp. 10.000} + (\text{Rp. 10.000} \times 20\%) \\ &= \text{Rp. 12.000} // \end{aligned}$$

2. Margin Pricing

$$\text{Margin} = (\text{Harga Jual} - \text{Harga Modal}) / \text{Harga Jual}$$

Contoh :

↳ Harga Jual = Rp. 25.000

↳ Modal = Rp. 15.000

$$\text{Margin} = (\text{Rp. 25.000} - \text{Rp. 15.000}) / \text{Rp. 25.000} = 0,4 \text{ atau } 40\% //$$

3. Harga Bundling

$$\text{Harga Jual} = (\text{Modal} \times \text{Jumlah Produk}) - \text{Potongan Harga}$$

Contoh :

↳ Modal = Rp. 15.000

↳ Jumlah Produk = 2 produk

↳ Potongan Harga = Rp. 2000

$$\begin{aligned} \text{Harga Jual} &= (\text{Rp. 15.000} \times 2) - \text{Rp. 2.000} \\ &= \text{Rp. 28.000} // \end{aligned}$$

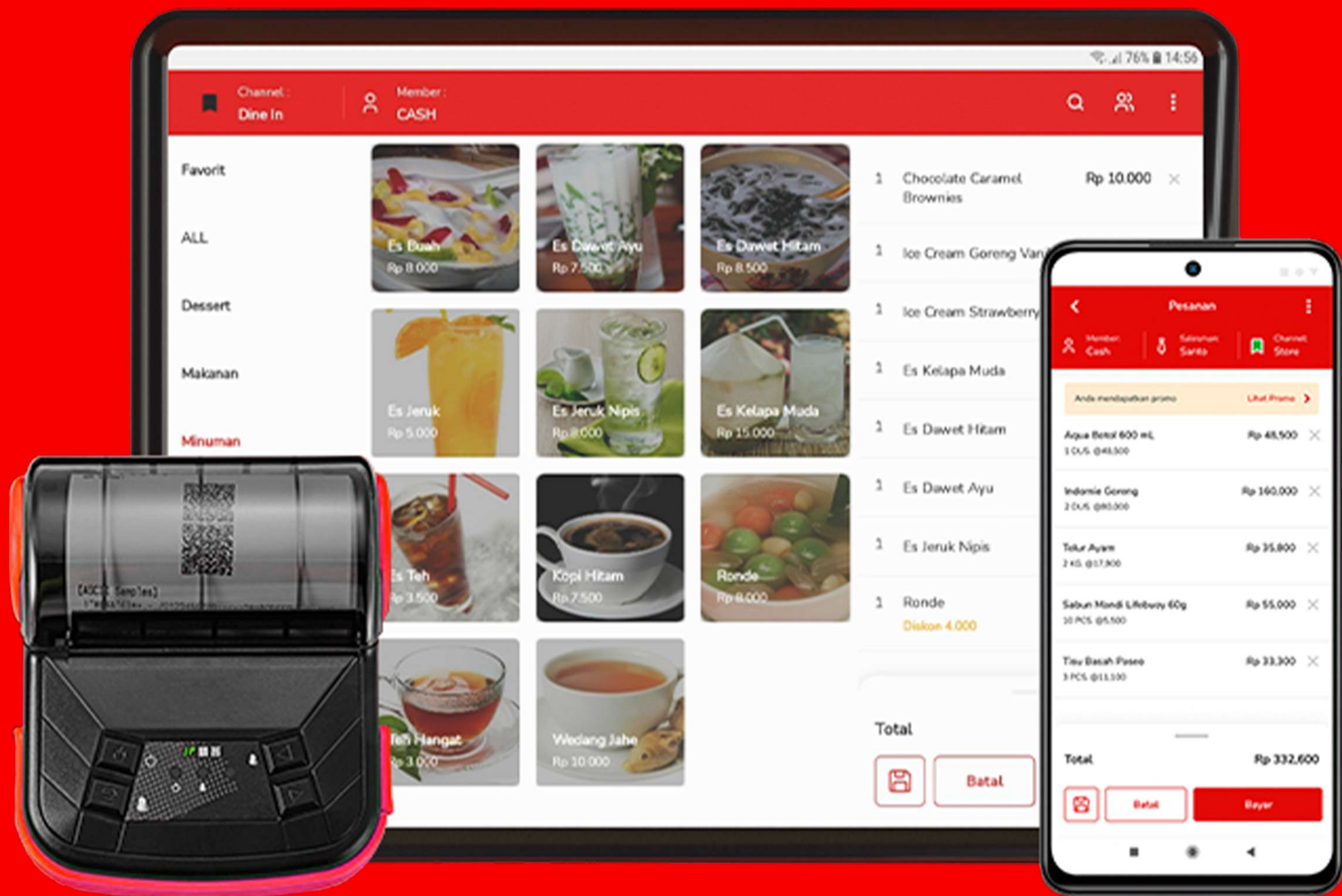
4. Key stone Pricing

$$\text{Harga Jual} = 2 \times \text{Harga Modal}$$

Contoh :

↳ Modal = Rp. 10.000

$$\begin{aligned} \text{Harga Jual} &= 2 \times \text{Rp. 10.000} \\ &= \text{Rp. 20.000} // \end{aligned}$$



BeePOS Mobile, Aplikasi Kasir Android untuk Ritel dan F&B

Gampang atur harga jual berdasarkan :

- Margin % dari HPP, Harga Beli
- Harga bundling produk
- Harga per level (Ritel, Partai Kecil, Grosir)
- Atur harga per channel (GoFood, ShopeeFood)

Coba Gratis >

www.bee.id/z/bpm

5. Analisis Harga Kompetitor

$$\text{Harga Jual} = \text{Harga Kompetitor} + \text{Tambahan Nilai}$$

Contoh :

$$\text{Harga Kompetitor} = \text{Rp. 12.000}$$

$$\text{Tambahan Nilai} = \text{Rp. 1.000}$$

$$\text{Harga Jual} = \text{Rp. 12.000} + \text{Rp. 1.000}$$

$$= \text{Rp. 13.000} //$$

6. Perhitungan Laba Rugi

$$\text{Harga Jual} = \text{Biaya Produksi} + (\text{Biaya Produksi} \times \text{Markup})$$

Contoh :

$$\text{Biaya Produksi} = \text{Rp. 10.000}$$

$$\text{Markup} = 10\%$$

$$\text{Harga Jual} = \text{Rp. 10.000} + (\text{Rp. 10.000} \times 10\%)$$

$$= \text{Rp. 11.000} //$$

7. Persepsi Nilai

$$\text{Harga Jual} = \text{Persepsi Nilai} + \text{Upah Tenaga Kerja} + \text{Bahan Baku} + \text{Overhead}$$