Activity 7

What does 30% profit mean?

Find profit per cent on the cost price

Kabir's team makes fictional clay pots for a school craft sale. Each pot costs ₹140 to make (clay, paint and a share of the firing). Assume this includes every cost.

Profit = selling price − cost price. In school maths, **profit per cent** is worked out on the cost price: profit % = profit ÷ cost price × 100.

Worked example Cost price ₹80, selling price ₹100. Profit = ₹20. Profit % = 20 ÷ 80 × 100 = 25%.



Selling price ₹100 = cost price + profit. The profit is compared with the cost price.

1 Kabir wants a 30% profit on the cost price. Find (a) 30% of ₹140 (b) the selling price.

Working

2 (a) Find the profit per cent if each pot sells for ₹175. (b) At ₹126, is there a profit or a loss? Find it as a per cent of the cost price.

Working

3 Why should a seller say what a profit per cent is worked out on?

Going further Some businesses use *margin*: profit as a per cent of the *selling* price. At ₹182 the margin is 42 ÷ 182 × 100 ≈ 23.1%, not 30%. For a 30% margin, 30% of the price is profit, so the cost is 70% of the price: price = 140 ÷ 0.70 = ₹200. Check: profit ₹60, and 60 ÷ 200 × 100 = 30% ✓

4 Going further: find the margin when a pot sells for ₹175.

Grown-up tip Indian school maths finds profit per cent on the cost price; the Going further box is optional.

Answers for grown-ups

What does 30% profit mean?. Check together and praise good thinking. Open answers say what to look for.

1. (a) ₹42 (b) ₹182
2. (a) 25% profit (b) a loss of ₹14, which is 10%
3. ₹42 is 30% of the cost but 23.1% of the price.
4. 35 ÷ 175 × 100 = 20%

Where this page comes from

This activity is page 16 of Real-World Challenges (ages 11–14), a printed Tiny Tots Play workbook.

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