

NNEP PRICE Quoting Worksheet

Don't quote stitches. PRICE the order.

This worksheet walks every order through all five PRICE drivers and gives you a PRICE Floor — the minimum this order should be quoted to cover all costs and hit your profit target. Work through each section top to bottom. Bring your Effective Labor Rate (Real Labor Worksheet) and Overhead Rate (Overhead Rate Worksheet) with you before you start.

JOB / ORDER NAME
CLIENT / ACCOUNT
DATE

Income — What You Charged for This Order

Record every dollar the customer is paying, line by line. This is your total revenue for the order.

Item / Service	Amount (\$)
Item / service (line 1) <i>e.g. 24 golf shirts with embroidery</i>	\$ _____
Item / service (line 2) <i>e.g. 12 hats</i>	\$ _____
Item / service (line 3) <i>e.g. names / personalization</i>	\$ _____
Digitizing charged to customer	\$ _____
Art / design fee charged	\$ _____
Freight / shipping charged to customer	\$ _____
Minimum order surcharge	\$ _____
Other income (line 1)	\$ _____
Other income (line 2)	\$ _____
Sales tax collected <i>Pass-through only — excluded from Total Income and PRICE Floor</i>	\$ _____
Total Income of the Order (A) — excludes sales tax	\$ _____

P — Production Cost

Everything it actually costs to run this order — not just the goods.

Cost Item	Amount (\$)
Garment / blank cost <i>Wholesale cost per item x quantity</i>	\$ _____
Garment markup / retail upcharge <i>Retail price minus wholesale cost x quantity</i>	\$ _____
Thread <i>Estimate by job</i>	\$ _____
Backing / stabilizer	\$ _____
Sample / sewout garment cost <i>Blank consumed in production testing</i>	\$ _____

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Additional decoration method cost <i>e.g. heat transfer, screen print, tackle twill</i>	\$ _____
Digitizing cost <i>Actual amount paid</i>	\$ _____
Freight / shipping cost <i>Actual paid by shop</i>	\$ _____
Other supplies (line 1)	\$ _____
Other supplies (line 2)	\$ _____
Overhead allocation for this job <i>Overhead rate x machine hours (bring your rate from the Overhead Rate Worksheet)</i>	\$ _____
P — Production Cost Subtotal	\$ _____

R — Real Labor

Not machine time. Human time — every hour the order requires from first contact to final invoice.

Your Effective Labor Rate <i>Bring this forward from your Real Labor Worksheet. NNEP minimum: \$25.00/hr</i>	\$ _____
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Task	Hours	Amount (\$)
Client consultation / logo intake	_____	\$ _____
Art / digitizing prep time	_____	\$ _____
Sewout / revisions <i>Test sewout, evaluation, re-digitizing before production run</i>	_____	\$ _____
File setup and machine prep	_____	\$ _____
Hooping time <i>Quantity x time per hoop</i>	_____	\$ _____
Machine run time	_____	\$ _____
Changeover / re-hooping	_____	\$ _____
Quality inspection	_____	\$ _____
Finishing / folding / bagging	_____	\$ _____
Packing and shipping prep	_____	\$ _____
Customer communication / approval coordination <i>New account = 1 hr new design, existing acct = 30 min repeat = 15 min</i>	_____	\$ _____
Invoicing / admin time	_____	\$ _____
Other labor	_____	\$ _____
R — Real Labor Subtotal		\$ _____

I — Intended Profit

Profit designed into the price before you quote — not what is left over after. NNEP recommends a minimum of 20% net profit margin on every order.

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Item	Amount
Target profit margin % <i>Enter 20 for 20%. Applied to your P + R cost base.</i>	
P + R cost base <i>Calculated from sections above</i>	\$
Intended Profit amount <i>Margin % x P + R base</i>	\$
Additional profit goal for this order <i>Optional — e.g. high-value new account, strategic relationship</i>	\$
I — Intended Profit Total	\$

C — Capacity Pressure

What this order costs your shop given your current workload. A full schedule is a real pricing input — not just a feeling.

Item	Amount
Schedule pressure — how full is your schedule right now? <i>1=Open 2=Moderate 3=Tight 4=At capacity 5=Over — circle one</i>	
Rush premium — shop disruption cost <i>Overtime, expedited supplies, bumped orders. Enter \$0 if no rush.</i>	\$
Capacity surcharge — schedule scarcity <i>Applies at schedule level 3-5. Most shops: \$15-\$40. Enter \$0 if schedule is open (level 1-2).</i>	\$
C — Capacity Pressure Total	\$

E — End Customer Value

A first-time walk-in and a three-year repeat account are not the same order — even if the stitch count is identical.

Item	Amount
New customer — new account premium <i>Consider \$10-\$25 to cover extra coordination. Enter \$0 for existing accounts.</i>	\$
Event / deadline premium — customer value <i>Immovable event date. Range: \$15-\$50. Enter \$0 if none.</i>	\$
Volume relationship adjustment <i>High-volume, consistent accounts. Enter as negative (e.g. -15.00).</i>	\$
Other customer value consideration <i>Referral source, large organization, always pays on time.</i>	\$
Notes on this customer / relationship:	
E — End Customer Value Total	\$

PRICE the Order — Summary

Driver	Amount (\$)
P — Production Cost	\$

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R — Real Labor	\$	
I — Intended Profit	\$	
C — Capacity Pressure	\$	
E — End Customer Value	\$	

PRICE FLOOR — SUGGESTED MINIMUM TO QUOTE

$P + R + I + C + E$

\$

How Does Your Quote Compare?		Amount
Your PRICE Floor (calculated above)	\$	
Total Income charged (A)	\$	
Gap (Income minus PRICE Floor)	\$	
Profit earned (Income minus P + R + C)	\$	
Actual profit margin % on this order		