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15.5 Selling Price - Mark-up is based on SP.

$$SP = \frac{\text{Cost}}{\text{Comp. of Mark-up Rate}}$$

70% = 100 - 70 = 30%
25% = 100 - 25 = 75%

Ex #1 $M = 40\%$ $C = 38.99$ $SP = \frac{38.99}{100 - 40} = \frac{38.99}{.60} = \text{\$64.98}$

① $C = 1.40$ $M = 30\%$ $SP = \frac{1.40}{100 - 30} = \frac{1.40}{.70} = \text{\$2.00}$

③

Swt	C 86.74	M% 50	Comp 100 - 50 = 50%	SP $\frac{C}{\text{Comp}} = \frac{86.74}{.50} = 173.48$
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- 11. a
- b
- c
- d

- 12. a
- b
- c

- 13. a
- b
- c

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	C	M%	Comp	SP
Suit	86.74	50	$100 - 50 = 50\%$	$\frac{C}{\text{Comp}} = \frac{86.74}{.50} = 173.48$

11 a
b
c
d

12 a
b
c

13 a
b
c