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The Price Floor Checker

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The stacking sheet, the prompt, and the five-line pre-launch check.

The idea

Discounts usually get checked one at a time. The loss happens when **one buyer gets all of them at once** — a shop voucher, a bundle deal and free shipping on the same order. Check the worst case against a floor you decide in advance.

Step 1 — write your floor (per SKU)

Floor = unit cost + platform and payment fees + packing + shipping you pay + the minimum margin you'll accept.

Fee rates and which vouchers you fund differ by platform and programme. **Check your own Seller Centre** and put your real numbers in. Don't copy anyone else's rates.

Step 2 — the stacking sheet (columns)

SKU	UNIT COST	PRICE	VOUCHER	BUNDLE / ADD-ON	FREE SHIPPING YOU FUND	FEES ON THE ORDER	WORST-CASE NET PER UNIT	FLOOR	OK?

- **Worst-case net per unit** = what's left if every discount that *can* apply does apply, after fees.
- **OK?** = worst-case net ≥ floor.

Step 3 — the prompt

> Here is my SKU list with unit cost, selling price, and every discount that can apply (voucher, bundle, free shipping, add-on deal).
> My fees are [x]% plus RM[y] per order.
> For each SKU, calculate the worst-case price one buyer could pay if every discount stacks, then the money left after fees.
> Flag any SKU below my floor of [floor rule].
> Show the calculation step by step and don't round until the end.

"Show the calculation" is the important line — it lets you find the step where it went wrong.

The five-line pre-launch check

1. Every discount that can touch this SKU is in the sheet.
2. Fees are your real fees, from Seller Centre.
3. Worst case is calculated, not the average.
4. Any SKU below floor is capped, excluded, or consciously accepted as a loss leader.
5. Someone other than the person who set the vouchers has checked the sheet.

The trap

Fees don't stop when discounts start. The obvious check is discount vs margin; the miss is that platform and payment fees are still charged on the order.

After the campaign

Re-run with what actually happened. Which discounts did buyers really stack? Cap those for the next campaign instead of guessing.