

# Product Prices

04/09/2025 12:48 pm CDT

## Overview

With Skustack, you can set up different product prices that accurately reflect your business strategies. This is particularly useful for customizing prices based on the selling method. For example, you can set a product's retail price and configure different prices for your wholesale and local store customers. This article focuses on all available product pricing options in Skustack and their use.

## Product Prices

Once a [product is created in Skustack](#), you can configure various pricing options in its **Pricing** panel.

The screenshot shows the Skustack product management interface for 'NintendoKit'. The top navigation bar includes 'Product | NintendoKit', 'Notes (0)', 'Actions', and 'Edit'. Below this, there are tabs for 'SKU NintendoKit', '6513078819369', 'Kit', 'Active', 'PHYSICAL QTY 154', 'UNSELLABLE QTY 0', and 'AVAILABLE QTY 83'. The main content area is divided into several sections: 'Warehouse Bins' with a product image, 'Is Active' and 'Is Digital Product' checkboxes, a 'METRICS' section with a 'Total in ft³' toggle, and a 'PRICING' section. The 'PRICING' section is highlighted with a purple border and contains the following table:

PRICING	
Site/Retail Price	\$499.00
Standard/List Price	\$483.00
Wholesale Price	\$450.00
Map Price	\$0.00
LocalStore Price	\$0.00
<input type="checkbox"/> Enforce Map	
<input type="checkbox"/> Use Map Price For Website	
<input type="checkbox"/> Tax Exempt	

The following pricing types are available:

- **Site/Retail** – The default product price for all channels.
- **Standard/List** – The standard price of the product, as suggested by its manufacturer.
- **Wholesale** – The price dedicated to your Wholesale Customers.
- **Map** – Stands for Minimum Advertised Price. This is the manufacturer's minimum price at which you should sell a product.
- **Local Store** – The brick-and-mortar store price.

## Site/Retail Pricing

**Retail price** refers to the price at which a product is sold to the end customer. Whenever you create a new product in Skustack, you must appoint a **Site/Retail price**, also known as a **Default price**.

## Standard/List Price

This is the product's designated price point, established by the manufacturer. It reflects the manufacturer's assessment of the item's worth based on factors such as production expenses, market demand, etc.

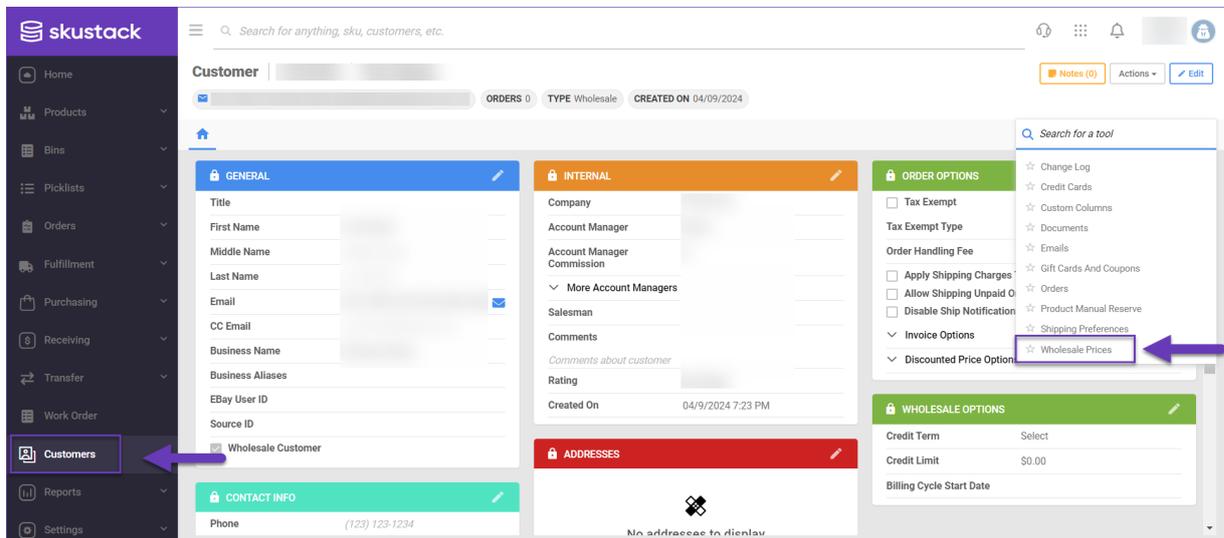
## Wholesale Price

A **Wholesale price** is usually offered to sellers that purchase products in significant quantities. In Skustack, Wholesale Pricing can be set uniquely per product for each of your Wholesale Customers, or globally for all products.

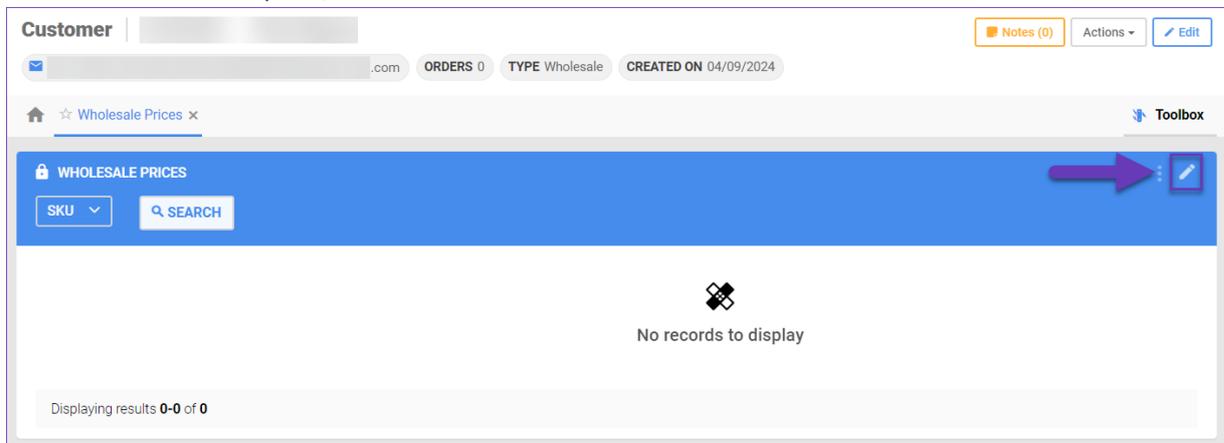
## Assign Unique Wholesale Price to SKU

To assign prices per SKU:

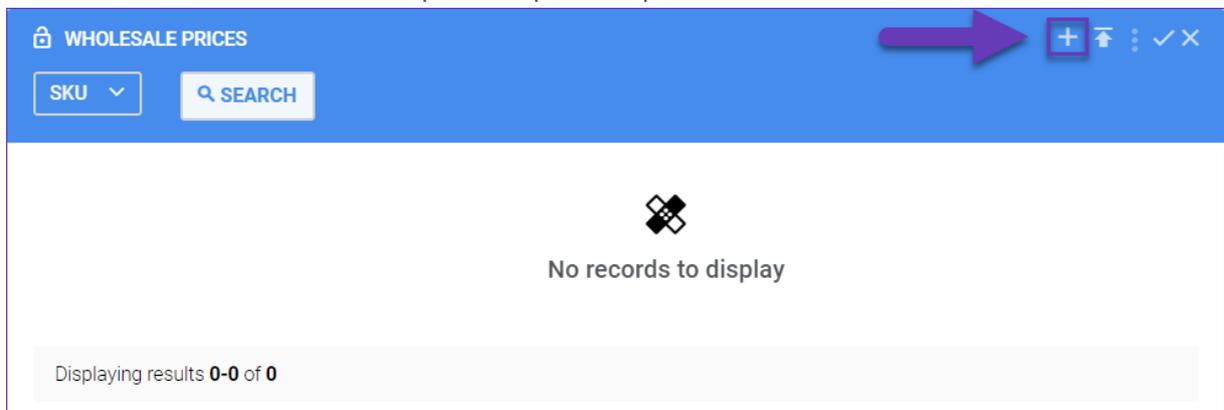
1. Navigate to **Customers** and open the needed Wholesale customer.
2. From the **Toolbox**, select **Wholesale Prices**.



3. In the **Wholesale Prices** panel, click on the **Edit** icon.



4. Click the **+** icon to add a new wholesale price for a particular product.



5. In the following pop-up, enter the product's **SKU** and the **Wholesale Price**, and click **Add New Wholesale Price**.

**CREATE NEW WHOLESALE PRICE** ✕

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**SKU \*** ✕ 🔍

<b>Wholesale Price *</b>	\$0.00
<b>Min. Qty (Zero For No Limit)</b>	0
<b>Start Date</b>	05/23/2024 11:08 AM
<b>End Date</b>	05/23/2024 11:08 AM
<b>Shipping Carrier</b>	<i>Shipping Carrier</i>
<b>Shipping Method</b>	<i>Shipping Method</i>
<b>Event Name</b>	<i>Event Name</i>

CANCEL
ADD NEW WHOLESALE PRICE

6. Alternatively, you can upload the Wholesale Prices for multiple products via file, by clicking the **Upload** icon.

**WHOLESALE PRICES** 🔍 ✕

SKU ▼ 🔍 SEARCH

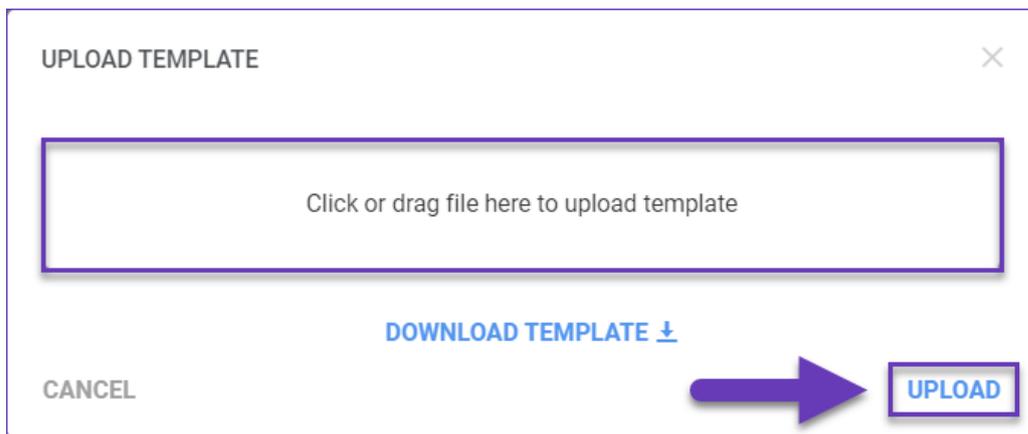
No records to display

Displaying results **0-0** of **0**

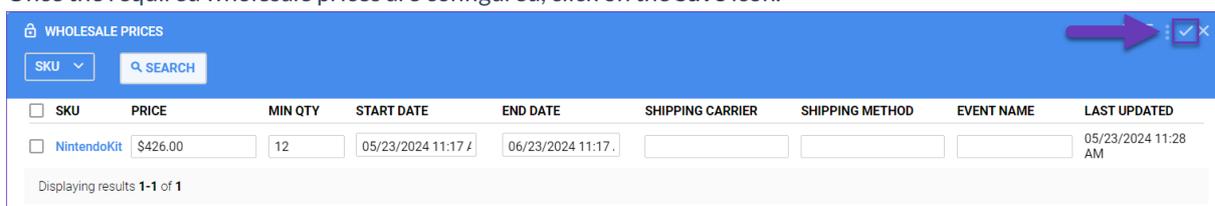
7. You'll be prompted to **Download Template** on your computer, in which you should populate the following columns:

- **SKU** – A mandatory field reserved for the product's SKU.
- **WholeSalePrice** – A mandatory field for the applicable wholesale price.
- **StartDate** – The date from which the wholesale price is valid.
- **EndDate** – The date until which the wholesale price is valid.
- **ShippingCarrier** – If required, add a shipping carrier applicable for the wholesale purchase.
- **ShippingMethod** – If required, add a shipping method applicable for the wholesale purchase.
- **EventName** – Here you can add a distinguishable title of the product's wholesale price.
- **MinQty** – Appoint the minimum purchase quantity threshold, after which the wholesale price applies.

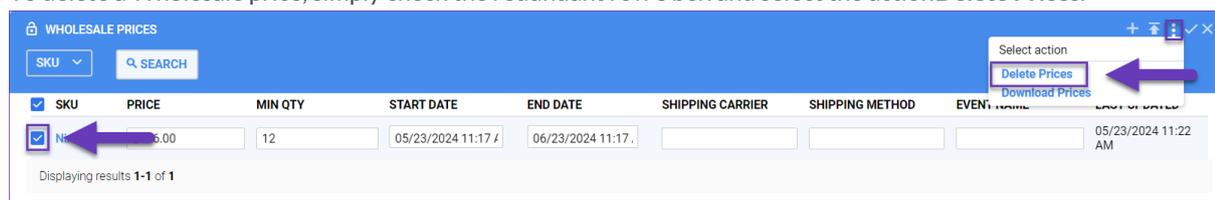
8. When your file is ready, return to Skustack, upload the template, and click **Upload**.



9. Once the required wholesale prices are configured, click on the **Save** icon.



To delete a Wholesale price, simply check the redundant row's box and select the action **Delete Prices**.



## Autosave Wholesale Prices from Orders

The price assigned to the product when creating a wholesale order will be saved to the **Wholesale Prices** tab on the customer's profile.

**Client Setting Auto Save WholeSale Prices When Order Is Created** must be enabled for this workflow.

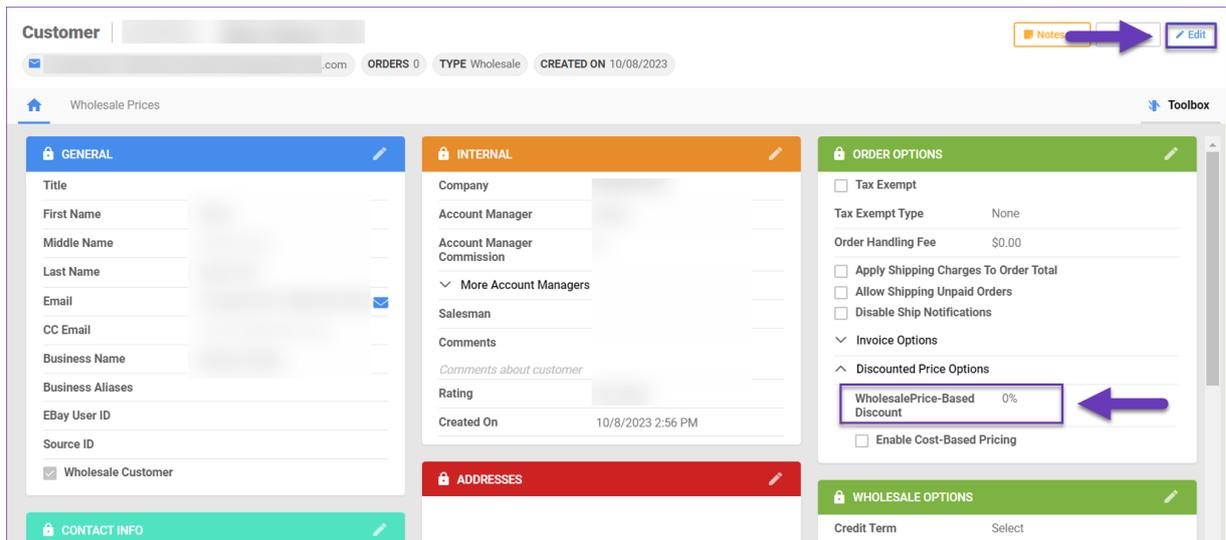
## Per-Customer Global Percent Discount

You can define a global discount for a particular customer that will be based on the products' **Wholesale Price**, or **Cost**.

- **Wholesale Price** – This will discount all products for the customer. The discount will be applied to the **Wholesale price** set on the product home page. This discount will be overridden when a Customer Wholesale Price is set for the same product.
- **Product's Cost** – There are three types of cost-based pricing: **Site Cost**, **Last Cost** and **Average Cost**. Contact [Sellercloud Support](#) or your onboarding representative with your preferred type, if you choose to enable this option.

To set a discounted price:

1. Open a **Wholesale Customer** and click **Edit**.
2. In the **Order Options** panel, expand the **Discounted Price Options** field.
3. Select a **WholesalePrice-Based Discount** percentage that will be valid for products with Wholesale prices.



## Map Price

The manufacturer's minimum price at which you should sell a product is called a Map Price. This pricing option is managed on the product level and offers the following settings:

- **Enforce Map** – When enabled, the **MAP Price** becomes the selling price on all enabled channels.
- **Use Map Price for Website** – Sets the **MAP Price** as the selling price on the Website channel.
- **Tax Exempt** – Excludes the product from tax calculations.

## Local Store Price

If required, local store prices can also be set for your products. This could be particularly useful to factor in brick-and-mortar operational expenses in your retail pricing strategy.

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