FICTIONAL / SAMPLE

Black Friday Discount Check: Sheet Guide (Demo Numbers)

> Free file for the AI Owner Kit video: **Nov 16 long video 01: Black Friday Discount Check in Free Google Sheets (Thimble & Thread Yarn Co.)**. Every business, name and number here is a made-up sample. Replace with your own before using.

> **ILLUSTRATIVE DEMO NUMBERS for a FICTIONAL shop · Not financial, tax or legal advice.**

Column	Formula (row 2)	Meaning
E Sale price	=B2*(1-D2)	Regular price × (1 − discount)
F Profit/unit	=E2-C2	Sale price − unit cost
G Margin %	=F2/E2	Profit ÷ sale price (format as percent)
I Units to match	=(B2-C2)*H2/F2	Units needed at the sale price to equal regular total profit

Expected demo results at 25% off

Merino skein: sale $15, profit $4 (was $9 at regular price), units to match 90 vs 40 normal. At 40% off, the needle set sells at $18 with $0 profit, so "units to match" shows #DIV/0!

Red rows below your floor

Format → Conditional formatting → Custom formula is **=$G2<0.3**, red fill. 30% is the floor our fictional owner picked; pick your own.

"Was" prices

The FTC's Guides Against Deceptive Pricing (16 CFR 233.1, read Nov 1, 2026) discuss former-price comparisons. Read the source yourself: ecfr.gov, Title 16, Part 233. Not legal advice.

> **Want the editable versions? Small Business Holiday AI Kit at aiownerkit.com**