

Ecommerce profit calculator for online stores

Enter orders without your delivery separately from orders delivered to customers by the store itself.

BUSINESS MODEL	GENERATED
Online store	30.08.2026 06:48

Financial result	Profit
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Revenue, costs and profit		Taxes and contributions	
Revenue	4,331,600.00 UAH	Unified tax on turnover	216,580.00 UAH
Gross profit	1,424,800.00 UAH	Military levy on turnover	43,316.00 UAH
Variable costs	692,224.00 UAH	Owner social contribution	1,902.34 UAH
Contribution profit	732,576.00 UAH	Employee payroll taxes and contributions	132,300.00 UAH
Fixed costs	467,582.34 UAH		
Net profit	264,993.66 UAH		

Break-even and payback	
Break-even point	46.0 orders per day
Orders for target profit	80.4 orders per day
Current order volume	72.0 orders per day
Margin of safety	36.2%
Investment payback	11.8 months

All entered data

1. Inputs
2. Staff
3. Costs
4. Financial plan
5. Break-even

This report reflects the data entered by the user. The calculator does not select a tax group and does not replace professional financial or tax advice.

Calculation and tax settings

Calculation and tax settings

Days you sell each month **26 days**

Multiplies one day of sales and cost of sales by the number of working days.

Days you pay for delivery each month **26 days**

Used only to calculate the cost of deliveries paid by the business.

Group 3 unified tax **5 % turnover**

Percentage of monthly turnover. The starting value is 5%; enter your own rate for another tax arrangement.

Sole-proprietor military levy on turnover **1 % turnover**

A separate percentage of monthly turnover. The 2026 starting value for Ukrainian Group 3 is 1%; edit it or enter 0 when it does not apply.

Military levy on employee salaries **5 % salary**

The 2026 starting value for ordinary salary is 5%. This is a separate percentage withheld from employee gross salary.

Employee salary income tax **18 %**

Income-tax percentage withheld from gross salary.

Social contribution paid by the employer **22 %**

Percentage added to employee salaries and used for the owner contribution.

Minimum salary **8,647 UAH**

In 2026, the starting base for the owner's monthly social contribution is UAH 8,647; the field remains editable.

Infrastructure

Property and initial investment.

Property area **120 m²**

Total area of the leased premises.

Monthly rent **450 UAH per m²/month**

Monthly rent per square metre.

Rent prepayment **2 months**

Number of rent months paid before launch.

Utilities **12,000 UAH/month**

Average monthly utility cost.

Renovation cost **250,000 UAH**

Preliminary estimate for renovating the premises.

Equipment and furniture **400,000 UAH**

Total initial investment in equipment and furniture.

Website, POS software and other investment **160,000 UAH**

Website development, POS software and other investment in the premises.

Registration, launch marketing and other start-up costs **90,000 UAH**

Registration, launch campaign and other costs incurred before opening.

The report includes every editable numeric calculator field, including fields the user left at zero.

Planned business indicators

Operating indicators

Number of sales, average purchase amount, inventory and supplier credit.

How many orders are picked up or handled by an outside delivery service? **50 orders/day**

Pickup and delivery for which your store has no separate delivery expense.

How many orders does the store deliver itself? **22 orders/day**

Only orders delivered by your courier, vehicle or contractor.

Average order amount without your delivery **2,100 UAH**

Average pickup order or order with no delivery expense for the store.

Average order amount with your delivery **2,800 UAH**

How much the customer pays on average for such an order.

Goods, materials or raw-material inventory **45 days**

Number of sales days covered by inventory on hand.

Supplier payment delay **20 days**

Average payment delay for goods, materials or raw materials.

Cost of sales and variable costs

Costs that change with sales volume.

Cost of one order without your delivery **1,400 UAH**

Purchase cost of goods and packaging for one order.

Cost of one order with your delivery **1,900 UAH**

Goods and packaging before courier or fuel expenses.

Employee bonuses **3 % of revenue**

Share of revenue allocated to bonuses, including payroll taxes.

How much does it cost the store to deliver one order? **150 UAH/order**

Courier, fuel or contractor cost for one order.

Ongoing marketing costs **4 % of revenue**

Share of revenue allocated to advertising and customer acquisition.

Defects, returns and write-offs **1 % of revenue**

Expected share of revenue lost through defects, returns and write-offs.

Editable fixed costs

Accounting and legal services **9,000 UAH/month**

Monthly estimate for accounting and legal support.

Website, software and social media support **12,000 UAH/month**

Recurring monthly digital infrastructure cost.

Other fixed costs **20,000 UAH/month**

Contingency for other recurring monthly costs.

Financing and cash reserve

Cash reserve **200,000 UAH**

Cash held for unexpected costs as part of total assets.

Loans **500,000 UAH**

Loan financing allocated to the project.

Break-even point and target profit

Target monthly net profit **350,000 UAH/month**

Desired profit used to calculate the required operation volume.

The report includes every editable numeric calculator field, including fields the user left at zero.

Staff: salary and employee deductions

Role	Employees	Gross salary	Military levy	Income tax	Net salary
Owner / director	1	45,000.00 UAH	2,250.00 UAH	8,100.00 UAH	34,650.00 UAH
Online store manager	1	35,000.00 UAH	1,750.00 UAH	6,300.00 UAH	26,950.00 UAH
Sales manager	3	28,000.00 UAH	1,400.00 UAH	5,040.00 UAH	21,560.00 UAH
Order picker	2	24,000.00 UAH	1,200.00 UAH	4,320.00 UAH	18,480.00 UAH
Courier	2	26,000.00 UAH	1,300.00 UAH	4,680.00 UAH	20,020.00 UAH
Buyer / accountant	1	30,000.00 UAH	1,500.00 UAH	5,400.00 UAH	23,100.00 UAH
Total	10				

The source Excel workbook contains six staff rows. Enter headcount and gross salary for each row; the other eight figures calculate automatically.

Staff: full business cost and totals

Role	Social contribution	Cost per employee	Cost for all employees	Net pay for all employees	Total payroll taxes
Owner / director	9,900.00 UAH	54,900.00 UAH	54,900.00 UAH	34,650.00 UAH	20,250.00 UAH
Online store manager	7,700.00 UAH	42,700.00 UAH	42,700.00 UAH	26,950.00 UAH	15,750.00 UAH
Sales manager	6,160.00 UAH	34,160.00 UAH	102,480.00 UAH	64,680.00 UAH	37,800.00 UAH
Order picker	5,280.00 UAH	29,280.00 UAH	58,560.00 UAH	36,960.00 UAH	21,600.00 UAH
Courier	5,720.00 UAH	31,720.00 UAH	63,440.00 UAH	40,040.00 UAH	23,400.00 UAH
Buyer / accountant	6,600.00 UAH	36,600.00 UAH	36,600.00 UAH	23,100.00 UAH	13,500.00 UAH
Total			358,680.00 UAH	226,380.00 UAH	132,300.00 UAH

Fixed and variable costs

Monthly fixed costs

Owner social contribution	1,902.34 UAH
Salaries and payroll taxes	358,680.00 UAH
Rent and utilities	66,000.00 UAH
Accounting and legal services	9,000.00 UAH
Website, software and social media support	12,000.00 UAH
Other costs	20,000.00 UAH
Total fixed costs	467,582.34 UAH

Monthly variable costs

Employee bonuses	129,948.00 UAH
Customer delivery	85,800.00 UAH
Ongoing marketing costs	173,264.00 UAH
Unified tax on turnover	216,580.00 UAH
Military levy on turnover	43,316.00 UAH
Defects, returns and write-offs	43,316.00 UAH
Total variable costs	692,224.00 UAH

This is the current result. It changes immediately when any field is edited.

Investment planning

Assets

Fixed assets	810,000.00 UAH
Renovation	250,000.00 UAH
Furniture and equipment	400,000.00 UAH
Other fixed assets	160,000.00 UAH
Goods, materials or raw-material inventory	4,360,200.00 UAH
Prepaid rent	108,000.00 UAH
Cash reserve for unexpected costs	200,000.00 UAH
Total resources (assets)	5,478,200.00 UAH

Equity and liabilities

Owner equity	3,040,333.33 UAH
Loans	500,000.00 UAH
Supplier payables	1,937,866.67 UAH
Total equity, investment and liabilities	5,478,200.00 UAH

Investment required

Owner equity	3,040,333.33 UAH
Initial launch costs	90,000.00 UAH
Investment required	3,130,333.33 UAH

Monthly profit plan

Revenue	4,331,600.00 UAH
Revenue: no in-house delivery	2,730,000.00 UAH
Revenue: in-house delivery	1,601,600.00 UAH
Cost of sales	2,906,800.00 UAH
Cost: no in-house delivery	1,820,000.00 UAH
Cost: in-house delivery	1,086,800.00 UAH
Gross profit	1,424,800.00 UAH
Variable costs	692,224.00 UAH
Contribution profit	732,576.00 UAH
Fixed costs	467,582.34 UAH
Net profit	264,993.66 UAH

Financial result

Profit

Break-even point

Break-even point	Orders for target profit	Current order volume
46.0 orders per day	80.4 orders per day	72.0 orders per day
Margin of safety	Investment payback	Break-even revenue
36.2%	11.8 months	2,764,736.58 UAH
Variable cost per operation	Gross profit per operation	Contribution profit per operation
9,614.22 UAH	19,788.89 UAH	10,174.67 UAH



Complete break-even table

Operation range: 0-25

Orders per day: no delivery + in-house delivery	Fixed costs	Variable costs	Total costs	Gross profit
0	467,582.34	0.00	467,582.34	0.00
1	467,582.34	9,614.22	477,196.56	19,788.89
2	467,582.34	19,228.44	486,810.78	39,577.78
3	467,582.34	28,842.67	496,425.01	59,366.67
4	467,582.34	38,456.89	506,039.23	79,155.56
5	467,582.34	48,071.11	515,653.45	98,944.44
6	467,582.34	57,685.33	525,267.67	118,733.33
7	467,582.34	67,299.56	534,881.90	138,522.22
8	467,582.34	76,913.78	544,496.12	158,311.11
9	467,582.34	86,528.00	554,110.34	178,100.00
10	467,582.34	96,142.22	563,724.56	197,888.89
11	467,582.34	105,756.44	573,338.78	217,677.78
12	467,582.34	115,370.67	582,953.01	237,466.67
13	467,582.34	124,984.89	592,567.23	257,255.56
14	467,582.34	134,599.11	602,181.45	277,044.44
15	467,582.34	144,213.33	611,795.67	296,833.33
16	467,582.34	153,827.56	621,409.90	316,622.22
17	467,582.34	163,441.78	631,024.12	336,411.11
18	467,582.34	173,056.00	640,638.34	356,200.00
19	467,582.34	182,670.22	650,252.56	375,988.89
20	467,582.34	192,284.44	659,866.78	395,777.78
21	467,582.34	201,898.67	669,481.01	415,566.67
22	467,582.34	211,512.89	679,095.23	435,355.56
23	467,582.34	221,127.11	688,709.45	455,144.44
24	467,582.34	230,741.33	698,323.67	474,933.33
25	467,582.34	240,355.56	707,937.90	494,722.22

Amount: UAH

All 130 calculated rows from 0 to 129 operations per day are included.

Complete break-even table

Operation range: 26-51

Orders per day: no delivery + in-house delivery	Fixed costs	Variable costs	Total costs	Gross profit
26	467,582.34	249,969.78	717,552.12	514,511.11
27	467,582.34	259,584.00	727,166.34	534,300.00
28	467,582.34	269,198.22	736,780.56	554,088.89
29	467,582.34	278,812.44	746,394.78	573,877.78
30	467,582.34	288,426.67	756,009.01	593,666.67
31	467,582.34	298,040.89	765,623.23	613,455.56
32	467,582.34	307,655.11	775,237.45	633,244.44
33	467,582.34	317,269.33	784,851.67	653,033.33
34	467,582.34	326,883.56	794,465.90	672,822.22
35	467,582.34	336,497.78	804,080.12	692,611.11
36	467,582.34	346,112.00	813,694.34	712,400.00
37	467,582.34	355,726.22	823,308.56	732,188.89
38	467,582.34	365,340.44	832,922.78	751,977.78
39	467,582.34	374,954.67	842,537.01	771,766.67
40	467,582.34	384,568.89	852,151.23	791,555.56
41	467,582.34	394,183.11	861,765.45	811,344.44
42	467,582.34	403,797.33	871,379.67	831,133.33
43	467,582.34	413,411.56	880,993.90	850,922.22
44	467,582.34	423,025.78	890,608.12	870,711.11
45	467,582.34	432,640.00	900,222.34	890,500.00
46	467,582.34	442,254.22	909,836.56	910,288.89
47	467,582.34	451,868.44	919,450.78	930,077.78
48	467,582.34	461,482.67	929,065.01	949,866.67
49	467,582.34	471,096.89	938,679.23	969,655.56
50	467,582.34	480,711.11	948,293.45	989,444.44
51	467,582.34	490,325.33	957,907.67	1,009,233.33

Amount: UAH

All 130 calculated rows from 0 to 129 operations per day are included.

Complete break-even table

Operation range: 52-77

Orders per day: no delivery + in-house delivery	Fixed costs	Variable costs	Total costs	Gross profit
52	467,582.34	499,939.56	967,521.90	1,029,022.22
53	467,582.34	509,553.78	977,136.12	1,048,811.11
54	467,582.34	519,168.00	986,750.34	1,068,600.00
55	467,582.34	528,782.22	996,364.56	1,088,388.89
56	467,582.34	538,396.44	1,005,978.78	1,108,177.78
57	467,582.34	548,010.67	1,015,593.01	1,127,966.67
58	467,582.34	557,624.89	1,025,207.23	1,147,755.56
59	467,582.34	567,239.11	1,034,821.45	1,167,544.44
60	467,582.34	576,853.33	1,044,435.67	1,187,333.33
61	467,582.34	586,467.56	1,054,049.90	1,207,122.22
62	467,582.34	596,081.78	1,063,664.12	1,226,911.11
63	467,582.34	605,696.00	1,073,278.34	1,246,700.00
64	467,582.34	615,310.22	1,082,892.56	1,266,488.89
65	467,582.34	624,924.44	1,092,506.78	1,286,277.78
66	467,582.34	634,538.67	1,102,121.01	1,306,066.67
67	467,582.34	644,152.89	1,111,735.23	1,325,855.56
68	467,582.34	653,767.11	1,121,349.45	1,345,644.44
69	467,582.34	663,381.33	1,130,963.67	1,365,433.33
70	467,582.34	672,995.56	1,140,577.90	1,385,222.22
71	467,582.34	682,609.78	1,150,192.12	1,405,011.11
72	467,582.34	692,224.00	1,159,806.34	1,424,800.00
73	467,582.34	701,838.22	1,169,420.56	1,444,588.89
74	467,582.34	711,452.44	1,179,034.78	1,464,377.78
75	467,582.34	721,066.67	1,188,649.01	1,484,166.67
76	467,582.34	730,680.89	1,198,263.23	1,503,955.56
77	467,582.34	740,295.11	1,207,877.45	1,523,744.44

Amount: UAH

All 130 calculated rows from 0 to 129 operations per day are included.

Complete break-even table

Operation range: 78-103

Orders per day: no delivery + in-house delivery	Fixed costs	Variable costs	Total costs	Gross profit
78	467,582.34	749,909.33	1,217,491.67	1,543,533.33
79	467,582.34	759,523.56	1,227,105.90	1,563,322.22
80	467,582.34	769,137.78	1,236,720.12	1,583,111.11
81	467,582.34	778,752.00	1,246,334.34	1,602,900.00
82	467,582.34	788,366.22	1,255,948.56	1,622,688.89
83	467,582.34	797,980.44	1,265,562.78	1,642,477.78
84	467,582.34	807,594.67	1,275,177.01	1,662,266.67
85	467,582.34	817,208.89	1,284,791.23	1,682,055.56
86	467,582.34	826,823.11	1,294,405.45	1,701,844.44
87	467,582.34	836,437.33	1,304,019.67	1,721,633.33
88	467,582.34	846,051.56	1,313,633.90	1,741,422.22
89	467,582.34	855,665.78	1,323,248.12	1,761,211.11
90	467,582.34	865,280.00	1,332,862.34	1,781,000.00
91	467,582.34	874,894.22	1,342,476.56	1,800,788.89
92	467,582.34	884,508.44	1,352,090.78	1,820,577.78
93	467,582.34	894,122.67	1,361,705.01	1,840,366.67
94	467,582.34	903,736.89	1,371,319.23	1,860,155.56
95	467,582.34	913,351.11	1,380,933.45	1,879,944.44
96	467,582.34	922,965.33	1,390,547.67	1,899,733.33
97	467,582.34	932,579.56	1,400,161.90	1,919,522.22
98	467,582.34	942,193.78	1,409,776.12	1,939,311.11
99	467,582.34	951,808.00	1,419,390.34	1,959,100.00
100	467,582.34	961,422.22	1,429,004.56	1,978,888.89
101	467,582.34	971,036.44	1,438,618.78	1,998,677.78
102	467,582.34	980,650.67	1,448,233.01	2,018,466.67
103	467,582.34	990,264.89	1,457,847.23	2,038,255.56

Amount: UAH

All 130 calculated rows from 0 to 129 operations per day are included.

Complete break-even table

Operation range: 104-129

Orders per day: no delivery + in-house delivery	Fixed costs	Variable costs	Total costs	Gross profit
104	467,582.34	999,879.11	1,467,461.45	2,058,044.44
105	467,582.34	1,009,493.33	1,477,075.67	2,077,833.33
106	467,582.34	1,019,107.56	1,486,689.90	2,097,622.22
107	467,582.34	1,028,721.78	1,496,304.12	2,117,411.11
108	467,582.34	1,038,336.00	1,505,918.34	2,137,200.00
109	467,582.34	1,047,950.22	1,515,532.56	2,156,988.89
110	467,582.34	1,057,564.44	1,525,146.78	2,176,777.78
111	467,582.34	1,067,178.67	1,534,761.01	2,196,566.67
112	467,582.34	1,076,792.89	1,544,375.23	2,216,355.56
113	467,582.34	1,086,407.11	1,553,989.45	2,236,144.44
114	467,582.34	1,096,021.33	1,563,603.67	2,255,933.33
115	467,582.34	1,105,635.56	1,573,217.90	2,275,722.22
116	467,582.34	1,115,249.78	1,582,832.12	2,295,511.11
117	467,582.34	1,124,864.00	1,592,446.34	2,315,300.00
118	467,582.34	1,134,478.22	1,602,060.56	2,335,088.89
119	467,582.34	1,144,092.44	1,611,674.78	2,354,877.78
120	467,582.34	1,153,706.67	1,621,289.01	2,374,666.67
121	467,582.34	1,163,320.89	1,630,903.23	2,394,455.56
122	467,582.34	1,172,935.11	1,640,517.45	2,414,244.44
123	467,582.34	1,182,549.33	1,650,131.67	2,434,033.33
124	467,582.34	1,192,163.56	1,659,745.90	2,453,822.22
125	467,582.34	1,201,777.78	1,669,360.12	2,473,611.11
126	467,582.34	1,211,392.00	1,678,974.34	2,493,400.00
127	467,582.34	1,221,006.22	1,688,588.56	2,513,188.89
128	467,582.34	1,230,620.44	1,698,202.78	2,532,977.78
129	467,582.34	1,240,234.67	1,707,817.01	2,552,766.67

Amount: UAH

All 130 calculated rows from 0 to 129 operations per day are included.