

10 Hidden Costs Most Business Owners Forget

Many business owners calculate ingredients, supplies, or direct expenses, but forget the hidden costs that quietly reduce profit. Use this checklist to review your business and identify expenses that should be included when setting prices.

1. Shopping & Supply Time

Time spent purchasing supplies, ingredients, inventory, or materials.

2. Travel, Mileage & Gas

Driving to suppliers, meetings, events, pop-ups, or client locations.

3. Phone Calls & Text Messages

Customer questions, vendor communication, scheduling, and follow-up.

4. Email & Administrative Time

Invoices, proposals, bookkeeping, scheduling, and paperwork.

5. Research & Product Development

Testing recipes, creating services, learning regulations, or improving products.

6. Utilities

Electricity, water, internet, cell phone, and equipment usage.

7. Packaging & Small Supplies

Labels, tape, bags, boxes, tissue paper, wax paper, plastic wrap, and printing.

8. Credit Card & Processing Fees

Merchant fees, online payment fees, and transaction costs.

9. Setup, Cleanup & Organization

Time spent preparing, cleaning, organizing, and restocking.

10. Licenses, Insurance & Continuing Education

Business licenses, certifications, insurance, memberships, and training.

Remember: Revenue is not profit.

If you are not including these costs, you may be charging less than your business truly requires to be sustainable.