Worked example - a fictional business. Replace every detail and price with your own.

# Price list

Valid from 1 December 2026

| | | | |
|---|---|---|---|
| **Business name** | Willow Lane Studio | **Contact** | hello@example.co.uk |
| **Phone** | 01632 960123 | **Website** | www.example.co.uk |

| Item / service | Description | Unit | Price |
|---|---|---|---|
| A5 flyers | 130gsm silk, full colour, one side | per 100 | £28.00 |
| A5 flyers | 130gsm silk, full colour, one side | per 500 | £65.00 |
| A3 posters | 170gsm gloss, full colour | each | £4.50 |
| Business cards | 400gsm matt, double-sided | per 250 | £32.00 |
| Menu design | Up to two pages, two rounds of changes | fixed fee | £180.00 |
| Logo design | Three concepts, files supplied | fixed fee | £350.00 |
| Design time | Anything not listed above | per hour | £40.00 |
| Local delivery | Within 10 miles of Anytown | per order | £8.00 |
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## Prices shown

☐ Include VAT ☐ Exclude VAT ■ Business not VAT registered

**Terms and notes**

Prices valid until 31 March 2027. Payment is due within 14 days of invoice. Artwork supplied as print-ready PDF is charged at the print price only.

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## How to use this template

A price list tells customers what you charge. Fill it in on screen and send it as a PDF, or print it and keep copies at your counter.

1. **Add your details and start date.** Put your business name and contact details at the top and the date the prices apply from.
2. **List every item or service.** Use one line per item. Repeat the item if it has different prices for different quantities.
3. **Choose a unit.** Say what the price is for: each, per hour, per 100, fixed fee.
4. **State VAT clearly.** Tick whether prices include VAT, exclude it, or your business is not VAT registered.
5. **Add terms and review it.** Note payment terms and how long prices are valid. Check the list whenever your costs change.

*This template is not tax advice. Check HMRC guidance on showing prices if you are VAT registered.*