

# *Shopkeeping*

Some pirates, rather than pillaging the high seas, settle into the slightly less violent role of the merchant. Merchants play an important role in the game's economy by supplying other pirates with items like swords and clothing, supplies like cannonballs and rum, and even commodities like enamel and cloth that can be used as materials for other items. When a shop is run successfully, they can generate quite a bit of extra profit.

## *Before Setting Up Shop*

Jumping into the shopkeeping game is not recommended without doing a little research about the local economy first. There are a few things you should look at before putting money down on an expensive shoppe or stall.

First, choose an industry you would like to enter. There are seven main types of shops:

- Distilling (Rum, Hemp Oil, and Mugs)
- Ironmongery (Cannonballs and Swords)
- Apothecary (Dyes, Paints, Enamels, Potions, and Lacquer/Varnish)
- Weaving (Cloth)
- Tailoring (Clothing)
- Shipwright (Ships and Bludgeons)
- Furnishing (Furniture)

Each type of shop has advantages and disadvantages in certain areas. In addition, the price of running each type varies. For example, distilleries are usually cheap to run but provide low profits, while shipyards are very expensive and tend to give larger profits.

Second, find an island that is suitable for this type of shop. A few things to look at are:

- What commodities spawn on this island? In general, the price for commodities that spawn on the island are less than on surrounding islands. In addition, you can also bid for these commodities instead of buying them from merchant brigands or shipping them in.
- What are the prices of the commodities you will be using? To find out, check out the trading post on the island. Usually you should look at the Buy Price instead of the Sell Price.
- What is the tax rate on the island? One way to find out is to go to a distilling stall and find out what the rent is on a small distilling stall. Then use the formula  $\text{Tax} = (\text{Rent} - 1000) / 10$ . This will give you the tax rate as a percentage. (For example, if the rent is 1040, then the tax rate of the island would be 4%.) A higher tax rate is usually bad since it means higher building rent, though it can also mean less competition.
- How much are other shops selling items for? You can use the trading post to find out.

Third, look up the recipes for all the items you plan to make in your stall. Then use the buy prices you found out earlier to calculate the price of producing each of those items. For example, 10 units of Hemp Oil require 15 units of hemp, 2 units of wood, 1 unit of iron, and 3 hours of basic distilling labor. Let's assume I pay 4 PoE for hemp, 24 for wood, 12 for iron, and 10 for basic labor. Assuming the sales tax on hemp oil is 21 PoE (more on taxes in a little while), this adds up to

$(4 * 15) + (24 * 2) + (12 * 1) + (10 * 3) + 21 = 171$ , or 17.1 PoE per unit.

## Starting Up A Stall

After doing your research, you can set up a stall in the bazaar of the industry you've chosen. As an ongoing example, I'm going to use a distilling stall (since I own one, making it easier for me to get screen shots).

Enter the bazaar and look for a table that says "Run Your Own Stall". Click on it to make the following window show up.



The grade of the stall determines how much storage space you can have, how many hours of labor you can use at one time, and how expensive the rent will be. Most of the time, a deluxe stall will earn the most money due to its increased storage and labor output.

When you're ready, hit the button and open your stall.

There are a number of tools you need to get acquainted with before you start running your stall. They are detailed in the sections below.

## Manage Inventory



The Manage Inventory button allows you to look at what commodities and PoE you have on hand at the present time. You may also use this interface to deliver orders to your stall.

**Inventory management**

Commodity	On hand	Mass (kg)	Volume (l)	Transfer
Sugar cane	3	150	300	0
Hemp	338	42,250	84,500	0
Iron	13	101.4	13	0
Wood	150	26,250	37,500	0
Hemp oil	453	453	453	0
Iris root	10	3	10	0
Lily of the valley	37	11.1	37	0
Red enamel	2	10	2	0
Yellow enamel	5	25	5	0

9 Total mass: 69,288 of 80,000 kilograms Total volume: 122,827 of 400,000 liters

**10 Pending Orders**

Shoppe	Island	Description	Quantity	Last worked on	Available
Lexinen's Disti...	Kirin Island	Hemp oil	200	Aug 26 3:01 PM	5 days
Lexinen's Disti...	Kirin Island	Hemp oil	200	Not started	10 days

**Coffers**

6,026 6

**Withdraw**

---

**Deposit**

56,547 7

**Transfer**

Edit the **Transfer** column to select the amount of each commodity to transfer. Then select the destination:

**By vessel name**

**Transfer**

Type the name of a vessel **8** owned by your crew that is in port at this island.

This interface is the same as the one on a ship. The screen contains the following items:

1. The commodities you have on hand. Different types of commodities show up in different colors.
2. The amount of each commodity you have.
3. The total mass of each commodity. This cannot exceed the capacity of the stall.
4. The total volume of each commodity. This cannot exceed the capacity of the stall.
5. The amount of each commodity to transfer when using the Transfer button.
6. The total amount of PoE in the stall's coffers. To withdraw money from your stall, type in the amount you want to take out and press "Withdraw".
7. The amount of PoE you have on hand. To put money into your stall's coffers, type in the amount you want to put in and press "Deposit".
8. The Transfer button. You can transfer commodities to a ship, another shop, or destroy them.
9. The storage capacity of your stall, both mass and volume.
10. Your pending orders. To deliver an order to the stall, click on the completed order and press "Deliver".

## Trade Commodities



The Trade Commodities window allows you to buy and sell commodities with other shops. You can also use it to see how other shops are pricing their goods and use that information to set your prices accordingly.

**Buying and selling commodities**

Display: **Relevant commodities** Sort by:  Buy price  Sell price

Commodity	Trading Outlet	Buy price	Will buy	Sell price	Will sell	Ye hold
Sugar cane	Lexinen's Distilling Stall	5	151	7	59	59
Sugar cane	Ticlin's Distilling Stall	5	165			59
Sugar cane	Pure Spirits	5	136			59
Sugar cane	Alyca's Distilling Stall	5	680			59
Sugar cane	Madtrace's Distilling Stall	5	252			59
Sugar cane	Lapue's Distilling Stall	4	70			59
Sugar cane	Enchanted Woodworks	4	783	50	217	59
Sugar cane	Mepaes's Distilling Stall	4	74			59
Sugar cane	Digmon's Distilling Stall	4	247			59
Sugar cane	Johnnyrico's Distilling Stall	4	98			59
Sugar cane	Hoshizaki's Distilling Stall	4	450			59
Sugar cane	Evilisaac's Distilling Stall	4	2	20	164	59
Sugar cane	Merrymette's Distilling St...	4	235			59
Sugar cane	Rubee's Distilling Stall	4	450			59
Sugar cane	Gizzina's Distilling Stall	4	5			59
Sugar cane	Hemy's Distilling Stall	4	450	26	390	59

Select a commodity and outlet to trade.

**Coffers**  
 4,226  **Withdraw**  
 **Deposit**  
 55,847

Sugar cane  
 Units on hand: 59  
 Storage capacity: 1000+

Trade with Lexinen's Distilling Stall:  
 Units  x 7 = 0 **Buy**  
 Units  x 5 = 0 **Sell**

This, like the Manage Inventory window, is the same as the one on a ship. To buy commodities, click on a stall selling that commodity, enter how many you would like to buy in the box, then press "Buy". You will be charged the stall's sell price. To sell commodities, perform the same process using the "Sell" button. You will receive the stall's buy price. To aid in the trading process, you can sort the list by buy price or sell price.

# Market Bidding



The Market Bidding window allows you to place and deliver bids for commodities that spawn on the island. You can also store bid tickets using this window.

When the owner of a shoppe is deleted from the game, the deed to the shoppe will appear in the Market Bidding window along with the bid tickets. This does not apply to stalls since stalls do not have deeds.

### Marketplace Harvest Bidding

Commodities available for bidding:

Commodity	High bid	Volume
Sugar cane	5	183
Hemp	4	4,066
Lily of the valley	21	13

Bid

Units

Cost

Fee

Total

[Place Bid](#)

#### Coffers

4,226

[Withdraw](#)

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[Deposit](#)

55,847

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Status of your bids at this marketplace:

Commodity	Price	Quantity	Filled	Ready?
Hemp	3	284	284	Ready
Hemp	3	300	300	Ready
Hemp	3	300	300	Ready
Hemp	3	500	500	Ready
Hemp	3	500	500	Ready
Hemp	4	300	300	Ready
Hemp	4	300	300	Ready
Hemp	4	300	300	Ready
Hemp	4	300	300	Ready

[Deliver](#)

Ticket for 284 units of Hemp, at Kirin Island for 3 poe. (filled)

Ticket for 300 units of Hemp, at Kirin Island for 3 poe. (filled)

Ticket for 300 units of

Like the first two windows, this one is also the same as that on a ship. To bid, click on the commodity you would like to bid on, enter your bid per unit and the number of units you want, then press "Place Bid". Make sure to check the total price to make sure you didn't make a typo. You will be charged an additional 5% fee plus 10 PoE for making the bid. A bid ticket will appear in the box to the right. The status of each of your bids is in the list on the bottom left. When a bid is ready, you may click "Deliver" to have the commodities delivered to your stall.

## Manage Prices



The Manage Prices window is used to set the prices at which you buy, sell, and use commodities. You can set how many of each commodity you want to have in stock, set the items that you plan on producing at your stall, and check the island's tax rates for each commodity used.

Manage prices									
Commodities			Products			Tax Rates			
Commodity	On hand	Buyprice	Sellprice	Use/cost	Min stock	Max stock			
Sugar cane	59	<input checked="" type="checkbox"/>	5	<input checked="" type="checkbox"/>	7	<input checked="" type="checkbox"/>	6	0	210
Hemp	60	<input checked="" type="checkbox"/>	4	<input checked="" type="checkbox"/>	5	<input checked="" type="checkbox"/>	5	150	360
Iron	50	<input checked="" type="checkbox"/>	13	<input checked="" type="checkbox"/>	14	<input checked="" type="checkbox"/>	15	50	75
Wood	70	<input checked="" type="checkbox"/>	24	<input checked="" type="checkbox"/>	38	<input checked="" type="checkbox"/>	25	100	150
Hemp oil	453	<input checked="" type="checkbox"/>	14	<input checked="" type="checkbox"/>	19	<input type="checkbox"/>	0	0	0
Swill	0	<input checked="" type="checkbox"/>	0	<input checked="" type="checkbox"/>	18	<input type="checkbox"/>	0	0	20
Grog	0	<input checked="" type="checkbox"/>	0	<input checked="" type="checkbox"/>	27	<input type="checkbox"/>	0	0	30
Fine rum	0	<input checked="" type="checkbox"/>	41	<input checked="" type="checkbox"/>	44	<input type="checkbox"/>	0	0	50
Sassafras	0	<input checked="" type="checkbox"/>	0	<input type="checkbox"/>	0	<input type="checkbox"/>	0	0	0
Iris root	10	<input checked="" type="checkbox"/>	31	<input type="checkbox"/>	0	<input checked="" type="checkbox"/>	52	0	10
Broom flower	0	<input checked="" type="checkbox"/>	0	<input type="checkbox"/>	0	<input checked="" type="checkbox"/>	2000	0	0

Note: you may not post offers for commodities not used by this shoppe.

This window is split into three tabs. The first, labeled Commodities, allows you to set numerous prices. The Buy Price indicates how much you buy commodities for in the Trade Commodities window. The Sell Price indicates how much you sell commodities for. The Use Cost indicates how much you charge for each commodity in a finished product (more on this in a little bit). Min Stock indicates how many units you wish to keep on hand so that other pirates don't buy up all your supplies. Max Stock indicates the maximum number of a commodity you wish to buy

Manage prices			
Commodities		Products	Tax Rates
Product	Enabled	Price adjustment	
 Swill	<input checked="" type="checkbox"/>	0	
 Grog	<input checked="" type="checkbox"/>	0	
 Fine rum	<input checked="" type="checkbox"/>	0	
 Hemp oil	<input checked="" type="checkbox"/>	4	
 Goblet	<input checked="" type="checkbox"/>	0	
 Tankard	<input checked="" type="checkbox"/>	0	
 Pitcher	<input type="checkbox"/>	0	
 Stein	<input checked="" type="checkbox"/>	0	
 Flagon	<input checked="" type="checkbox"/>	0	
 Horn	<input type="checkbox"/>	0	
 Chalice	<input type="checkbox"/>	0	

The second tab, labeled "Products", shows which products you are actually making at the stall. When a product is enabled, it will show up for purchase when someone comes to your stall to order products. The Price Adjustment adds to the price of the product in addition to the cost of materials, labor and tax. Note that price adjustments cannot be altered for individual colors, meaning that products with color choices (clothing, swords, mugs, etc.) will all be affected by the same price adjustment no matter which color is chosen.

**Manage prices**

Commodities    Products    **Tax Rates**

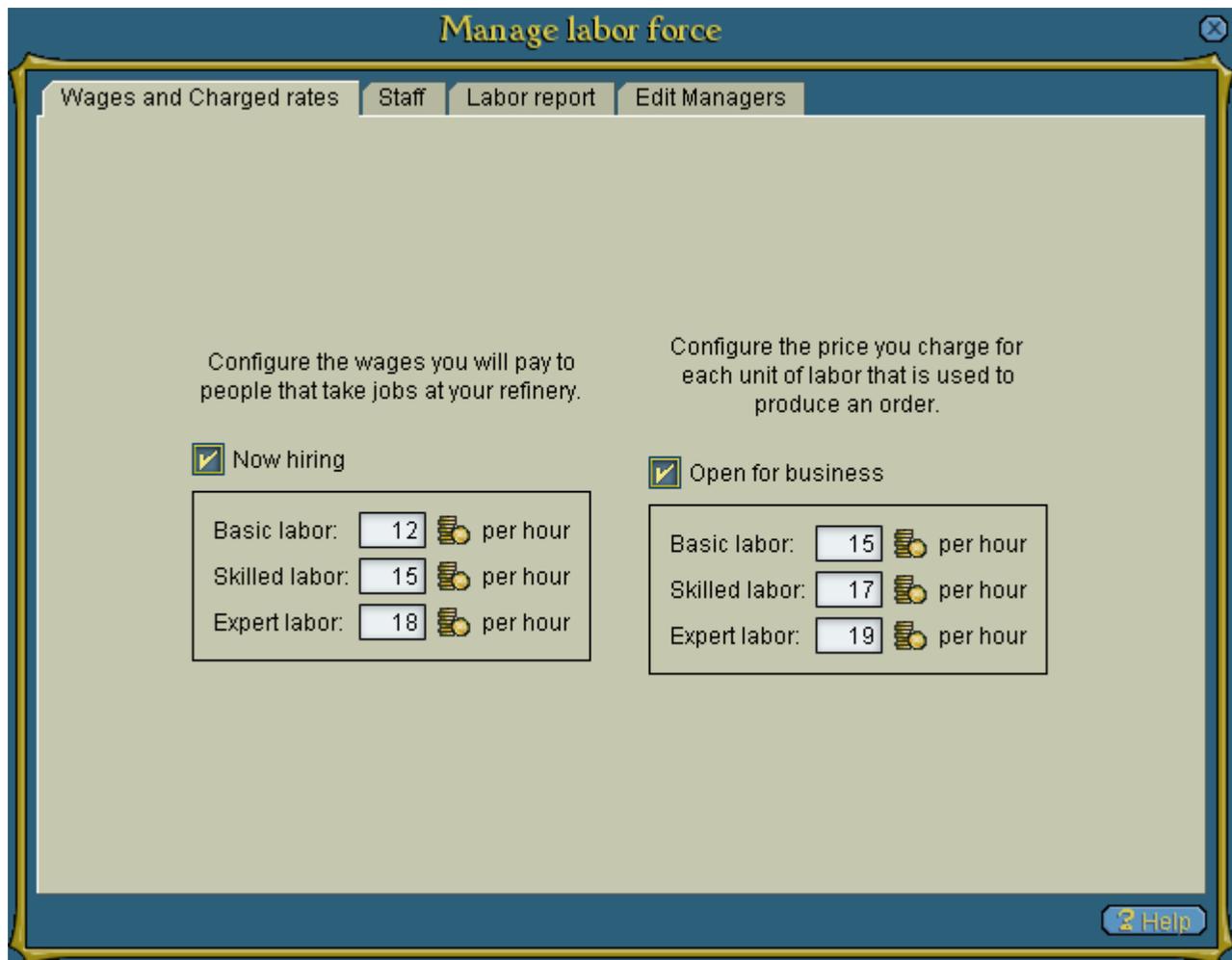
Commodity	Tax per unit	Labor type	Tax per hour
Sugar cane	0.6	basic	3.0
Hemp	0.5	skilled	4.0
Iron	1.1	expert	5.0
Wood	2.2		
Stone	0.1		
Hemp oil	2.0		
Varnish	4.3		
Lacquer	41.2		
Swill	1.6		
Grog	2.4		
Small cannon balls	1.4		
Medium cannon balls	2.5		
Madder	24.3		
Old man's beard	0.9		

The final tab, labeled "Tax Rates", shows the tax rates of all the commodities used on the island. Each time a commodity is used to make a product, the tax per unit is added to the cost of the product as sales tax. The total sales tax will appear to the buyer when requesting a quote for that product.

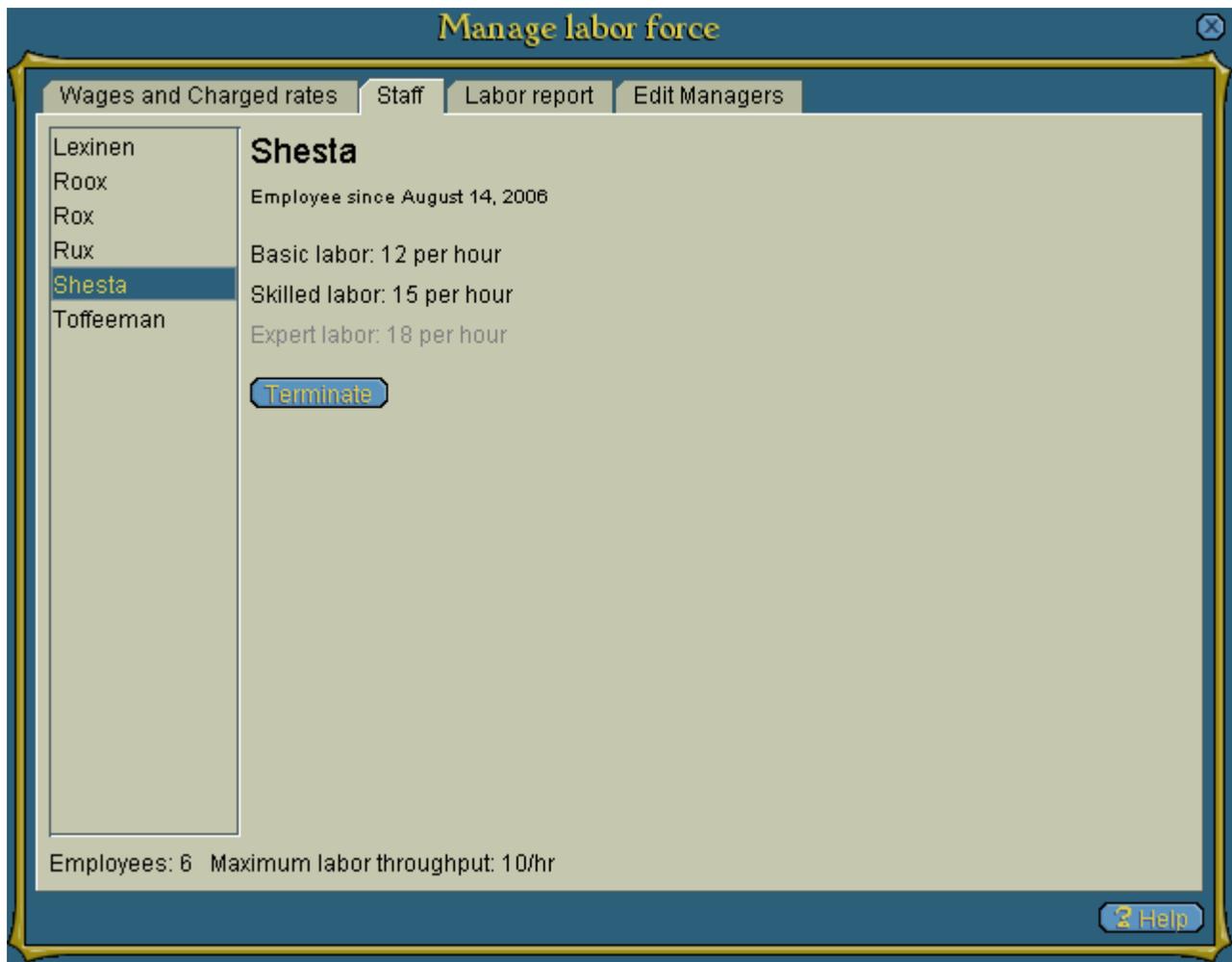
## Manage Labor



The Manage Labor window allows you to set your preferences regarding the pirates working at your stall. You can set wages, view the status of your workers, get a labor report showing your labor output, and assign managers from here.



This window is split into four tabs. The first tab, labeled "Wages and Charged rates", shows the wages you pay to your workers on the left and the use cost of that labor on the right. Either one can be changed by entering the new value in the appropriate box. When "Now Hiring" is checked, the Now Hiring button will be enabled to potential workers who enter your stall. When "Open for business" is checked, pirates can order products from your stall.



The second tab, labeled "Staff", shows all the workers you have working at your stall. Clicking on an employee will show their wages (which may be different from your present wages depending on when the person was hired) and what levels of labor that worker can provide. The level is based on the pirate's skill in that puzzle. A rating of Distinguished or above can provide Skilled Labor, while a rating of Renowned or higher can provide Expert Labor. If a pirate doesn't play the puzzle in ten days, they are considered dormant in that puzzle and cannot provide any labor. You may also fire any pirate working at your stall by pressing "Terminate".

### Manage labor force

Wages and Charged rates   Staff   **Labor report**   Edit Managers

◀ 2006-08-25 ▶

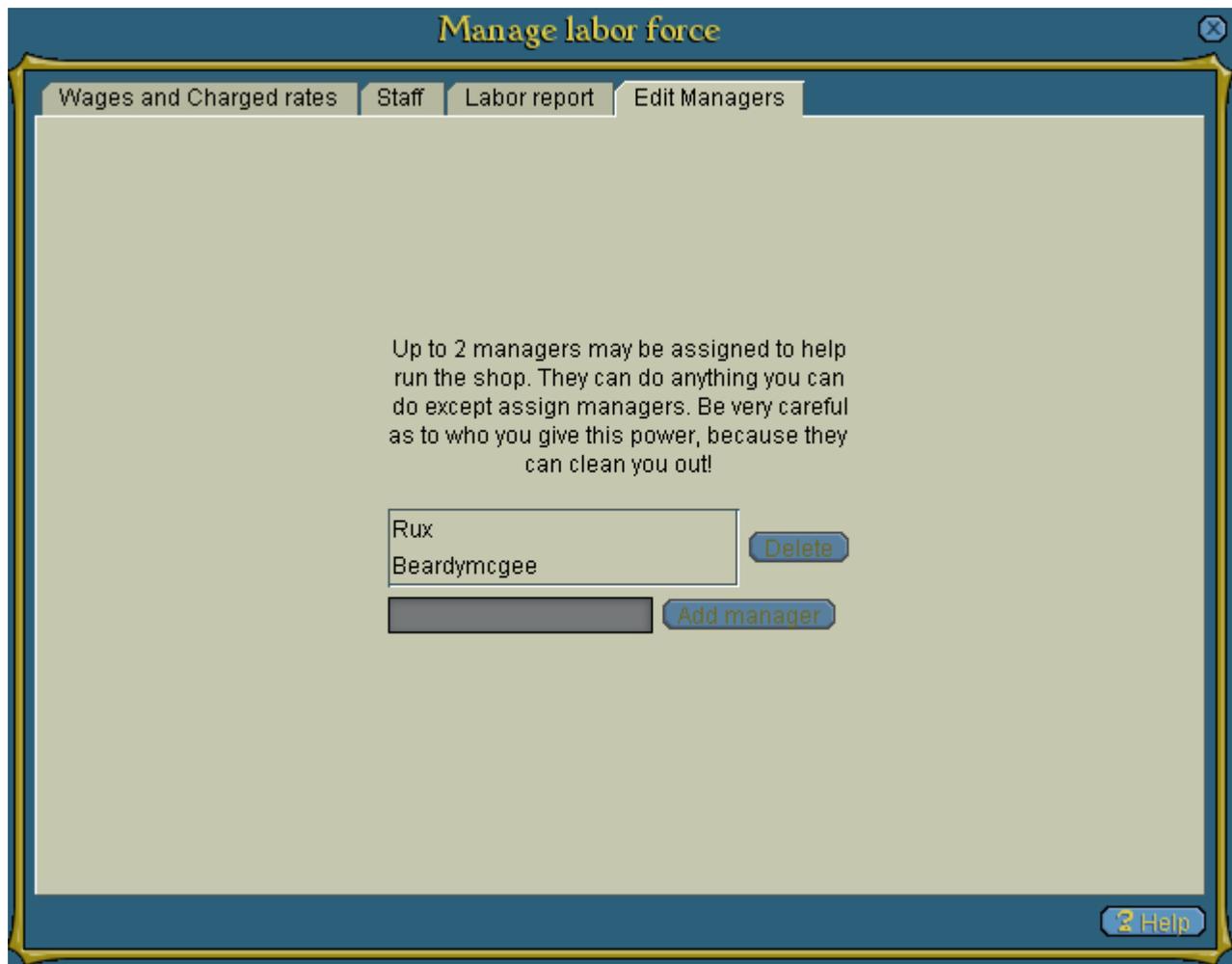
Product	Cancelled	Finished	Ordered	Labor required for new orders		
				Basic	Skilled	Expert
Hemp oil	0	45	20	60	0	0
<b>Totals</b>	0	45	20	60	0	0

Employee	Basic	Skilled	Expert	Wages
Rox	24	0	0	288 
Rux	24	0	0	288 
Roox	23	0	0	276 
Lexinen	22	0	0	264 
Toffeeman	17	0	0	204 
Shesta	5	0	0	60 
Argenteena	4	0	0	48 

 Help

The third tab, labeled "Labor report", shows the total daily labor throughput of your stall. You can view this list for previous days by clicking the arrows next to the date in the upper left.



The final tab, labeled "Edit Managers", allows you to add or delete managers from your stall. To add a manager, type the pirate's name in the box and press "Add Manager". The pirate will have to confirm that he/she wants to be a manager at your stall before they actually become one.

To remove a manager, click on the manager in the list and press "Delete".

The position of manager should not be taken lightly. Managers have all the same powers as the owner of the stall except the ability to change managers. This means they can easily take all of your stall's money and run. **ONLY LET PIRATES YOU TRUST BE MANAGERS AT YOUR STALL.** While theft is a bannable offense, you might not get any of your money back, so beware.

## Manage Orders



Finally, the Manage Orders window allows you to view the status of any orders placed at your stall. If you ordered items from your own stall or have abandoned orders from other customers, you may also use this window to deliver those orders to your stall.

Manage orders					
Pending Orders					
Buyer	Description	Quantity	Last worked on	Available	Escrow
Lexinen	Hemp oil	200	Aug 26 6:51 PM	3 days	0
Lexinen	Hemp oil	200	Not started	8 days	0
Lexinen	Fine rum	50	Not started	9 days	0
Lexinen	Hemp oil	200	Not started	14 days	0
Beardymcgee	Hemp oil	10	Not started	14 days	189

Total funds in escrow: 189

Buttons: Deliver, Cancel

The main focal point of this window is the list of orders currently being worked on at your stall. This list will show the type of product being made (without color information, sadly), the number of units in the order, when it was last worked on, an estimated availability time, and how much money is in the escrow to pay for the labor on that order. The escrow comes from the order cost of the product (minus sales tax). If the escrow becomes empty, labor money for that order is taken from your stall's coffers instead.

# *Basic Economics*

To be a successful shopkeeper, you should know a few basics about how a typical economy works. I won't go into gory details.

First, there is the issue of scarcity, which is what drives the entire economy. If we had unlimited resources, we wouldn't need an economy in the first place since we could get everything for free. However, we have limited resources, which automatically gives them a value. The more scarce a resource is, the harder it is to get and the more valuable it is.

Due to scarcity, people are willing to pay a price to get things that are scarce. This price is really a matter of personal preference, but in a group environment, the population will generally agree on a low common price determined by the amount of demand for that resource. In the game, this is known as the Buy Price for a commodity and is typically the highest common buy price. (By common, I mean don't count people buying 1 or 2 of a commodity.) The people that have these resources, on the other hand, know that there is money to be made by selling them. In a group setting, the population will generally agree on a high common price for selling these resources that I will call the Sell Price. The sell price is based on the supply of the resource available.

When the buy price is the same as the sell price for a commodity, both parties are satisfied and will likely go ahead with a trade. Knowing what affects the buy and sell prices, then, is vital to surviving in the economy.

Demand for a commodity will increase under the following circumstances:

- The population increases. With more people buying items, the demand for that item increases.
- Popular trends change. For example, if short swords suddenly become popular, more people will demand them.
- Government spending increases. Blockade expenditures are high and require many ships and supplies. When a flag needs to blockade, it increases its demand for those items.

As demand increases, so does the buy price. This is because people can compete with other buyers by paying extra for commodities.

Supply for a commodity will increase under the following circumstances:

- The spawn rate for that commodity increases. In the game, this is done by increasing the price of bids at island markets.
- New sources of the commodity are found somewhere. For finished goods, this involves new stalls or shoppes opening. This doesn't happen a lot in the game for raw resources, though if existing commodity spawns on an island are destroyed, supply will decrease.

As supply increases, the sell price decreases. This is because sellers attempt to compete with other sellers by lowering their prices.

Eventually, the economy will reach an equilibrium at which the supply will be equal to the demand. It is this equilibrium that determines the prices for each commodity. Raising demand or lowering supply results in a higher equilibrium price, while lowering demand or raising supply results in a lower equilibrium price. Your actions in the economy can potentially affect the equilibrium. For example, flooding the market with a certain good increases supply, which lowers the price.

## *Calculating Production Costs and Use Costs*

In order for you to make a profit, your buy price for a finished good should be lower than your sell price. The buy price for a finished good is known as the production cost and is calculated by adding up the buy prices of the individual commodities that are used to make it. An example near the beginning of the document showed how to calculate the production cost of hemp oil, which turned out to be 17.1 PoE.

In addition, your sell price is calculated by adding up the use costs of the individual commodities used to make it (plus the sales tax charged by the island). To determine your use costs, you can work backwards from the common sell price of the island.

Let's look at an example of how to calculate the use costs for sugar cane, wood, and iron at a distillery. There are three recipes that use these commodities:

Swill (10):

- 7 Sugar Cane
- 4 Wood
- 1 Iron
- 2 Basic Labor Hours

Grog (10):

- 10 Sugar Cane
- 5 Wood
- 1 Iron
- 2 Basic Labor Hours
- 2 Skilled Labor Hours

Fine Rum (10):

- 15 Sugar Cane
- 8 Wood
- 1 Iron
- 2 Basic Labor Hours
- 2 Skilled Labor Hours
- 2 Expert Labor Hours

Let's assume I have already determined my labor wages to be 10/15/20 and my labor use costs to be 12/17/22. Also assume that the sales taxes on swill, grog and fine rum are 21, 33, and 52, respectively.

Looking at common sell prices for these items, I come up with 18 for swill, 26 for grog, and 42 for fine rum. Let's set up equations that tell us how these quantities all relate:

$$\text{Swill:} \quad 180 = (7 * \text{SC}) + (4 * \text{WD}) + (1 * \text{FE}) + (2 * 12) + 21$$

$$\text{Grog:} \quad 260 = (10 * \text{SC}) + (5 * \text{WD}) + (1 * \text{FE}) + (2 * 12) + (2 * 17) + 33$$

$$\text{Fine Rum:} \quad 420 = (15 * \text{SC}) + (8 * \text{WD}) + (1 * \text{FE}) + (2 * 12) + (2 * 17) + (2 * 22) + 52$$

This system of three equations can be solved for SC, WD, and FE, which are the use costs of Sugar Cane, Wood, and Iron. I'll spare the details of the calculations and give the results. Sugar Cane is about 5, Wood is about 22, and Iron is about 12. In order to compete, you should set your use costs at these values. If you need to make any adjustments, you can modify the price of the finished good from the Manage Prices window.

An easier way to set use costs on basic commodities like hemp and sugar cane is to merely set it one PoE higher than your buy price, then adjust the price of the final product if it needs to be higher. However, some of the more expensive commodities like herbs and minerals will need to be calculated instead.

## *How Labor And Labor Throughput Works*

Even with the maximum number of employees, a shop can only use so much labor per hour. This limit is shown to you when you purchase your stall. In addition to total labor, there is also a limit imposed on each type of labor (basic, skilled or expert).

A pirate earns 24 labor hours per day. Think of a pirate's labor hours as being a pool from which labor can be drawn. When the pirate puzzles at a shop to work on an order, one of that pirate's labor hours will be used up. Each hour, an additional labor hour will be added to the pool of hours that pirate has accumulated.

When a pirate earns a labor hour with a full pool of labor hours, that extra hour has to go somewhere other than the pool. Therefore, the game looks at the pirate's current jobs, starting with the one that pays the highest. When the game finds a job that needs that labor, the labor hour will be used toward that shop as if the pirate had puzzled there. If there is no job needing labor at that time, the extra hour simply disappears and cannot be used or recovered.

From the shopkeeper's perspective, a certain number of labor hours from a worker will be used toward orders per day. The actual number of hours depends on the worker's other jobs, but will usually be between 0 and 24. It is possible for a pirate to provide more than 24 hours if they play the puzzle near the end of the day, using both their extra and pooled labor hours to do so. Since labor hours are used toward the highest paying jobs first, you are more likely to get a worker's labor hours if your wages are higher.

Continuing with the distillery example, a deluxe distilling stall has a labor throughput of 10 basic hours, 4 skilled hours, and 3 expert hours. This means that no more than 10 total labor hours can be used per hour at the stall. When 3 expert hours have been used, the stall uses skilled hours instead until 4 skilled hours have been used. The rest is drawn from basic labor hours. So a stall could provide a labor throughput of 3 basic, 4 skilled, and 3 expert. It could also provide 5 basic, 3 skilled, and 2 expert. Or 10 basic. But the total labor throughput CANNOT exceed the limit of 10.

What does this mean to the shopkeeper? The labor throughput of your stall determines how fast you can make products. For example, Fine Rum requires two of each type of labor. Since only three expert hours can be utilized per hour, a deluxe distilling stall can only finish 1.5 orders of Fine Rum per hour, using 9 labor hours to do so (the extra hour would probably be applied to the skilled labor of the next order). With 24 hours in a day, this becomes a maximum throughput of 360 units of Fine Rum per day that cannot be exceeded no matter how many workers you have at your stall.

Shoppes have an advantage over stalls in that they have a much larger labor throughput. Therefore, they can produce much more in a shorter amount of time, thus earning larger profits.

## How Shops Make Money

The expenditures of a stall consist of the following:

- Buying commodities from other stalls or merchant brigands.
- Placing bids at the island market.
- Paying wages to your workers.
- Paying the weekly rent.

Adding these numbers up over the course of a week provides the total weekly expenditure of your stall.

The gross income of a stall consist of the following:

- Selling commodities to other stalls.
- Delivering finished or partial bids to your stall
- Incoming escrow money on finished products.

Adding these up over the course of a week provides the total weekly income of your stall.

Expenditure and income can be found by looking at your building records, which detail every transaction that has taken place recently in your stall. To access the building records, click the "Building Records" button under your "Shoppe" tab. A typical record is shown below.

Time	Cash	Message
August 26, 2006 8:30 PM	112	Sold 16 units of <b>Hemp</b> to Carolkirk at Spellbinding Pollack.
August 26, 2006 8:17 PM	135	Sold 3 units of <b>Fine rum</b> to Mixedfortune at Snooty Clownfish.
August 26, 2006 8:14 PM	800	Sold 100 units of <b>Sugar cane</b> to Avalokitty at Avalokitty's Distilling Stall.
August 26, 2006 7:18 PM	180	Sold 4 units of <b>Fine rum</b> to Jaksparowe at Gross Sailfish.
August 26, 2006 4:16 PM	-88	Bought 2 units of <b>Fine rum</b> from Ziggei at Adaptable Bass.
August 26, 2006 3:48 PM	-1,200	Bought 200 units of <b>Hemp</b> from Creaky Ray at Cowardly Gar.
August 26, 2006 3:43 PM	1,400	Sold 200 units of <b>Hemp</b> to Ladydanielle at Ladydanielle's Weaving Stall.
August 26, 2006 3:37 PM	160	Sold 10 units of <b>Swill</b> to Stepny at Crooked Sailfish.
August 26, 2006 2:29 PM	90	Sold 2 units of <b>Fine rum</b> to Capnjakk at Little Guppy.
August 26, 2006 2:29 PM	90	Sold 2 units of <b>Fine rum</b> to Capnjakk at Little Guppy.
August 26, 2006 2:29 PM	900	Sold 20 units of <b>Fine rum</b> to Capnjakk at Little Guppy.
August 26, 2006 2:17 PM	-1,320	Bought 30 units of <b>Fine rum</b> from Blackbak at Happy Spot.
August 26, 2006 1:42 PM	-700	Bought 100 units of <b>Sugar cane</b> from Winterpeen at Winterpeen's Distilling Stall.
August 26, 2006 1:28 PM	312	Sold 39 units of <b>Sugar cane</b> to Winterpeen at Winterpeen's Distilling Stall.
August 26, 2006 1:28 PM	400	Sold 50 units of <b>Sugar cane</b> to Winterpeen at Winterpeen's Distilling Stall.

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In order to make money, your income must be higher than your expenditure. The difference between these two numbers is the profit. Believe it or not, many pirates don't meet this goal and buffer their stalls with pillaging money, which defeats the purpose of owning a stall in the first place.

An easier way to keep track of your profit is to calculate your assets at various times. Record the assets of your stall at the beginning of the week, then subtract the assets at the end of the week to find total profit. To calculate your stall's assets:

1. Start with the amount of PoE in your stall's coffers.
2. For each usable commodity (commodities you use to make products) that you hold, add (Buy Price \* Units On Hand).
3. For each finished commodity (commodities you produce) that you hold, add (Sell Price \* Units On Hand).
4. For each finished bid ticket you have, add (Buy Price \* Units In Bid). Note that buy price in this case is NOT how much you bid, but rather your buy price for that commodity.
5. For each unfinished bid ticket, add (Buy Price \* Units Completed), then add (Bid \* Units Not Completed).
6. For each order you (or a manager) have made from your stall, add (Sell Price \* Units In Order), then subtract (Labor Wages \* Amount Of Labor Left). A rough estimate of the amount of labor left is probably good enough.
7. For each order other pirates have made from your stall, add the escrow, then subtract (Labor Wages \* Amount Of Labor Left).
8. If you have ready made products to sell, you can add in the sell prices of those items as well.
9. Finally, if it is not yet the end of the week, you can also subtract the weekly rent you'll have to pay.

The total gives you your stall's total assets as if you were to sell everything in your stall. As long as your assets increase during the week, you'll make a profit.

## *Some Final Shopkeeping Tips*

It is advised that you keep five to ten times the weekly rent in your stall at all times so that you can pay for labor (if there is no escrow) and so that your stall can do business with other stalls while you're away. If you have no PoE to pay for supplies, you won't get any supplies!

If you set your prices too high, you likely won't sell anything unless demand increases or supply decreases suddenly. If you set your prices too low, you'll likely be bombarded with orders that will clog up your order queue and affect your availability. Make sure you keep your prices at a reasonable level so that everything stays peachy.

If you don't have enough PoE in your coffers to pay the rent, your stall will go dark. You will not be able to conduct any business until you have paid the rent. To restore your stall, just deposit enough PoE into your stall to cover the rent, and it should be restored soon after. If you leave your stall dark for two weeks, your stall will be closed down, and any commodities and PoE inside will be confiscated as compensation.