(2) "Backwards" Percentage

In a recent sale, there was a 30% reduction on all goods. What was the original price of a jacket sold in the sale for £38.50?

£38.50 represents the amount after 30% reduction	£38.50 = 70%
If 70% represents £38.50 1% represents	$\frac{£38.50}{70}$
100% represents the original price	$\frac{£38.50}{70} \times 100 =$ **£55.00**