When is it worthwhile to accept a larger order at a lower unit price?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

Practical business guidance · Reviewed: 2026-11-22

Applicability: For operational calculations. The examples show fictitious amounts and assumptions.

Compare the contribution after direct costs with the capacity the order occupies and the collection risk. Separately calculate the additional fixed costs that the order triggers.

When this is applied

Prepare scenarios for routine orders, overtime and waiting for payment. Also check what is happening with existing orders during the same period.

What to do in practice

Compare the contribution per hour of the bottleneck and negotiate delivery tranches.

A business example

Quantity reduces the packaging cost, but the larger deal delays three orders with higher margins. The budget accounts for the lost contribution and cash flow.

Specific next steps

1. Compare the contribution per hour of the bottleneck and negotiate delivery tranches.

Limits of application

For operational calculations. The examples show fictitious amounts and assumptions.

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