Contribution of the same product in wholesale and retail · What should be recorded?

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

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Applicability: According to the profile and circumstances of the described case.

Keep separate records of discounts, fees, packaging and returns.

Record and working document

Compare how much each channel earns per unit and at the expected volume.

If the wholesale delivery is larger, include the impact on inventory and payment.

Working example · Contribution of the same product in wholesale and retail

Compare how much each channel earns per unit and at the expected volume.

Specific next steps

1. Compare how much each channel earns per unit and at the expected volume.
2. If the wholesale delivery is larger, include the impact on inventory and payment.
3. Set a contribution target per channel and monitor deviations monthly.

Limits of application

Apply the guideline to your documents and working methods.

Original page

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