Contribution of the same product in wholesale and retail · How to approach it?

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.

For each channel, calculate the actual price, less that channel's costs.

A starting point in practice

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

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

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. Keep separate records of discounts, fees, packaging and returns.
2. Compare how much each channel earns per unit and at the expected volume.
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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