Contribution of the same product in wholesale and retail · How to introduce the procedure into routine operations?

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.

Set a contribution target per channel and monitor deviations monthly.

Regular application

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

Limits of application

Apply the guideline to your documents and working methods.

Original page

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