Contribution of the same product in wholesale and retail · What if the process gets stuck?

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.

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

When a plan meets an obstacle

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

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

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. For each channel, calculate the actual price, less that channel's costs.
2. Keep separate records of discounts, fees, packaging and returns.
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

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-cijena-po-kanalu-problem