The contribution of the same product in wholesale and retail · How to check this with an example?

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.

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

Checking by example

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

Record discounts, fees, packaging and returns separately. If the wholesale delivery is larger, include the impact on inventory and payment.

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. 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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