Coverage point with two products · What to note?

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.

Record the sales quantities and variable cost of each product.

Record and working document

Recalculate the result if a larger share of sales comes from the cheaper product.

When changing the mix, recalculate coverage before deciding on the price.

Working example · Coverage point with two products

Recalculate the result if a larger share of sales comes from the cheaper product.

Specific next steps

1. Recalculate the result if a larger share of sales comes from the cheaper product.
2. When changing the mix, recalculate coverage before deciding on the price.
3. Break down the sales plan by product target and by total monthly cost.

Limits of application

Apply the guideline to your documents and working methods.

Original page

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