Coverage point with two products · 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.

Calculate the weighted contribution based on the actual sales ratio of the products.

A starting point in practice

Record the sales quantities and variable cost of each product.

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

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. Record the sales quantities and variable cost of each product.
2. Recalculate the result if a larger share of sales comes from the cheaper product.
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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