Coverage point with two products · How to introduce the procedure into routine operation?

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.

Break down the sales plan by product target and by total monthly cost.

Regular application

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

Limits of application

Apply the guideline to your documents and working methods.

Original page

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