Coverage point with two products · 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.

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

When a plan meets an obstacle

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

Record the sales quantities and variable cost of each 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. Calculate the weighted contribution based on the actual sales ratio of the products.
2. Record the sales quantities and variable cost of each 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

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-pokrice-proizvodni-miks-problem