# How much does one order really cost me?

For: Trading company · limited liability company · limited company

Practical business guidance · Reviewed: 2026-11-15

Applicability: Not tied to a statutory date

**Include goods, delivery, packaging, fees, returns, advertisements and a portion of fixed costs.**

## Calculate the contribution before sales growth.

For each order, allocate the revenue towards goods, delivery, packaging, payment processing, advertising and expected return costs. The resulting contribution is used to cover fixed costs and business results.

Also consider the number of cancelled or returned orders. A campaign that generates a lot of orders may appear successful before you factor in the cost of failed deliveries and customer support.

## How to prepare this in your business

Break down your accounts by main products or order types. The overall average for the entire online shop can mask a product that sells frequently but leaves too little profit after advertising and delivery. Alongside the contribution margin, also track the percentage of failed deliveries from your own records.

When you arrange free delivery, a discount code or a product bundle, create a new scenario. The cost of the promotion may be acceptable, but it should be visible in the calculations rather than hidden in the overall growth of traffic.

## Example order of €60

Goods €25, shipping and packaging €7, collection €2, listing €12 and return assessment €3 leave €11 before fixed costs and other charges. Higher sales aren't enough if that €11 doesn't cover the rest of the business.

## Specific next steps

1. Track the cost per order.
2. Separate the income and delivery costs.
3. Calculate the contribution to coverage before running the advert.

## Most common mistakes

• Calculate only the difference between the selling price and the purchase price.

• To mix booked and actually billed traffic.

## Limits of application

Adapt the guideline to the circumstances of your business.

## If you need further assistance

For assistance with your business plan, proposal or process organisation, you can contact Adria Trends.

https://adriatrends.hr/#usluge

## Original page

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