DISCOUNTS

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OBJECTIVES

Discount is a type of sales promotion. It often used to motivate consumers to try new products and services. The main objective of discounts is to bring an increase in the demand pattern of products and services. It provides important marketing information to the potential buyers. The specific objectives of discounts are:-

- ❖ To introduce new products or services
- ❖ To attract new customers
- To give rise in existing customers to buy more
- To increase sales and business in off-seasons

TYPES OF DISCOUNT OPTIONS

- Transaction time discount
- o Pre-defined discount

Transaction time discount

Discount decides and provide during the transaction time. They are:-

- Discount before tax
- Discount after tax
- FOC-Discount
- FOC-Quantity

Pre-defined discount

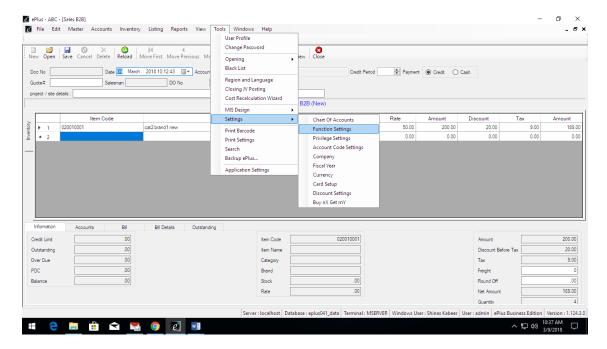
- Pre-defined discount
- Account-wise discount
- Buy nX Get mY

Discount before tax

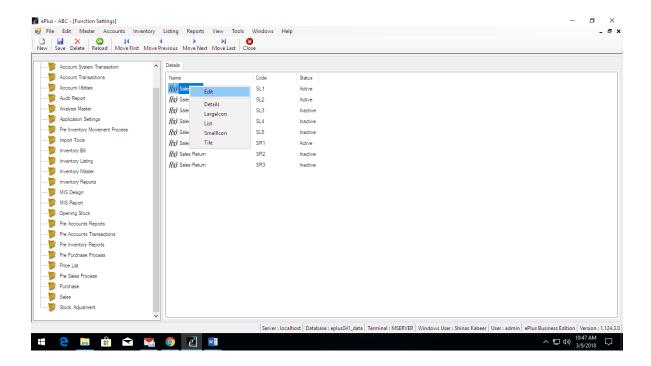
- Discount are subtracted from the amount before including tax. .
- Tax are calculated from amount that discount subtracted from it.
- We can set discount before tax in two ways:-
 - Amount
 - percentage

Amount

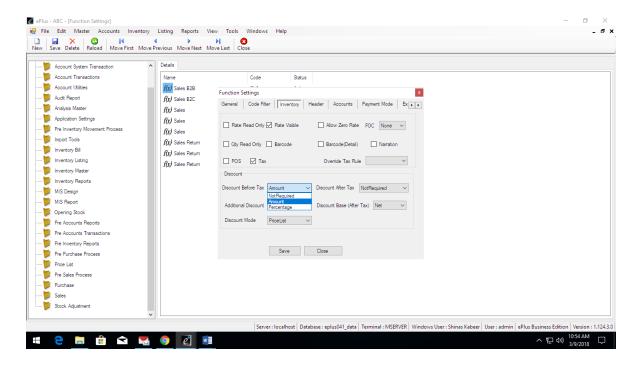
- > To set discount before tax :-
- 1. Select tools -> settings -> function settings



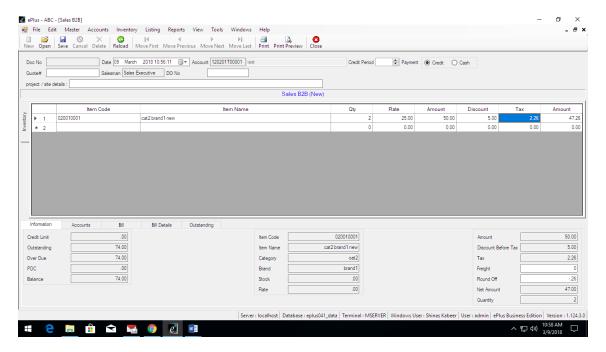
2 Select Sales on left -> select sales on right -> right click -> edit



Select inventory from the obtained box-> **discount before tax**:- Change the drop down list to 'amount' (change other fields to not required) and save.



4 Select inventory from the tool bar-> sales B2B



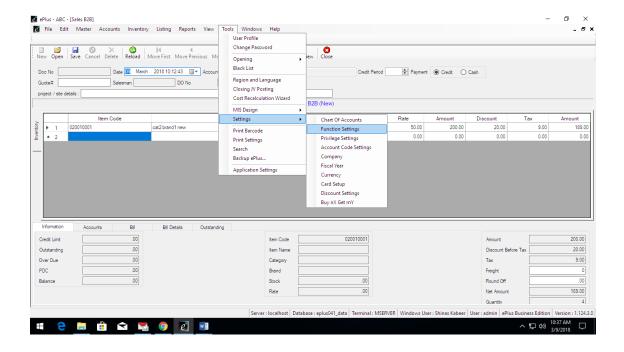
Qty	Rate	Amount Discount		Tax	Grand Amount
2	25	50	5	2.26	47.26

We can see discount field before the tax (discount gives for each items)

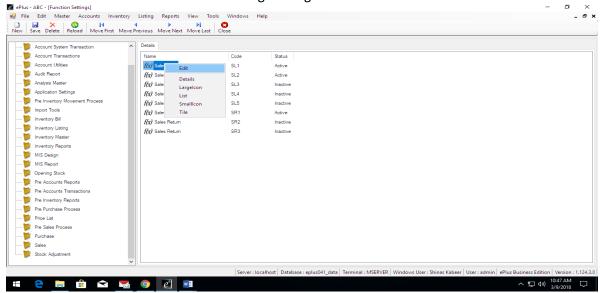
Discount subtracts from the total amount of the items, add tax to it and provide the grand total

Percentage

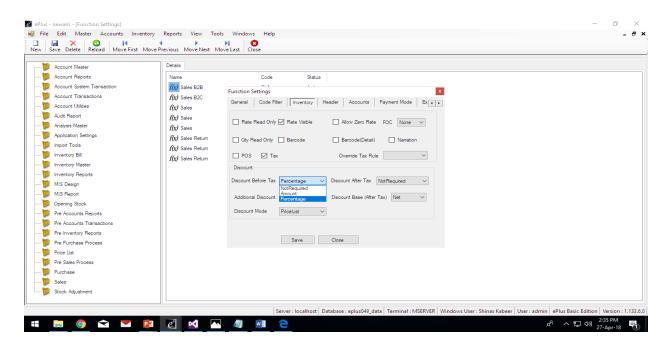
- > To set discount before tax :-
- 1. Select tools -> settings -> function settings



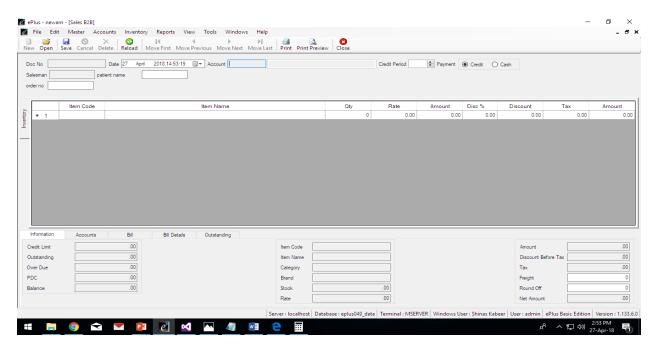
2 Select Sales on left -> select sales on right -> right click -> edit



3 Select inventory from the obtained box-> discount before tax:- Change the drop down list to 'percentage' (change other fields to not required) and save.



4 Select inventory from the tool bar-> sales B2B



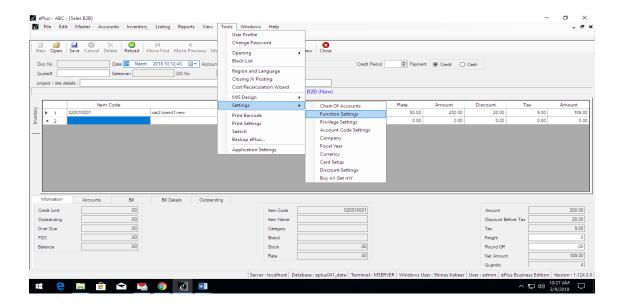
Qty	Rate	Amount	Disc %	Discount	Tax	Grand Amount
2	25	50	20	5	2.26	47.26

Discount after tax

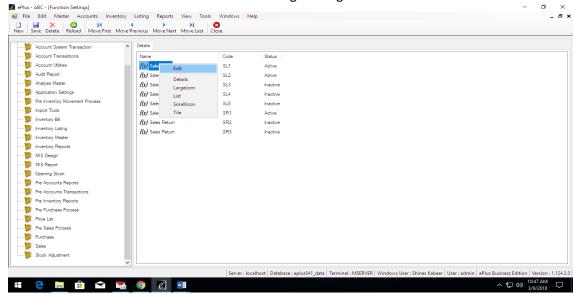
- Discount are subtracting from amount after adding the Tax
- We can set discount after tax in two ways:
 - o Amount
 - Percentage

Amount

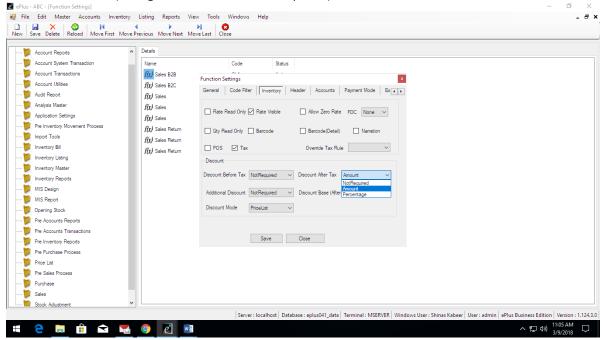
- > To set discount after tax:-
 - 1 Select tools -> settings -> function settings



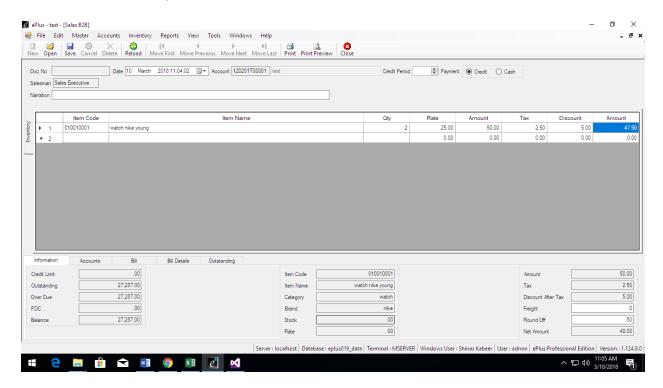
2 Select Sales on left -> select sales on right -> right click -> edit



3 Select inventory from the obtained box-> **discount after tax**:-change the drop down list to 'amount'(change other fields to not required) and save.



4 Select inventory from the tool bar-> sales B2B



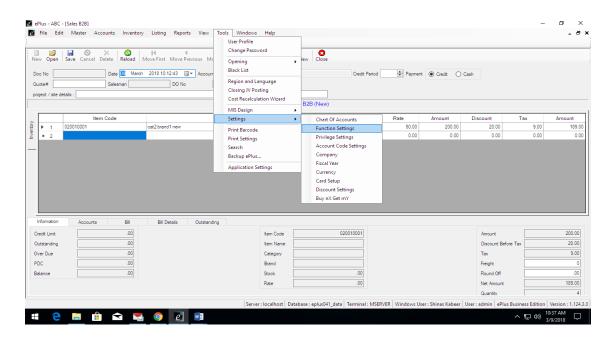
Now we can see discount field after the tax.

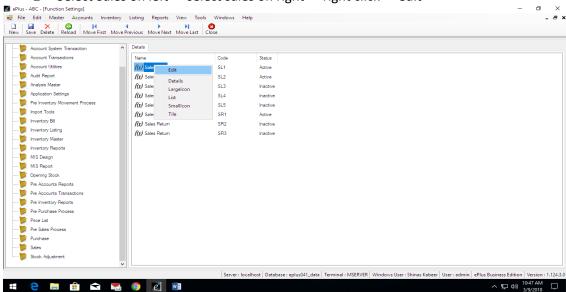
Qty	Rate	Amount	tax	discount	Grand Amount
2	25	50	2.50	5	47.50

Add tax to the total amount of the items, then subtract the discount and provides total amount.

Percentage

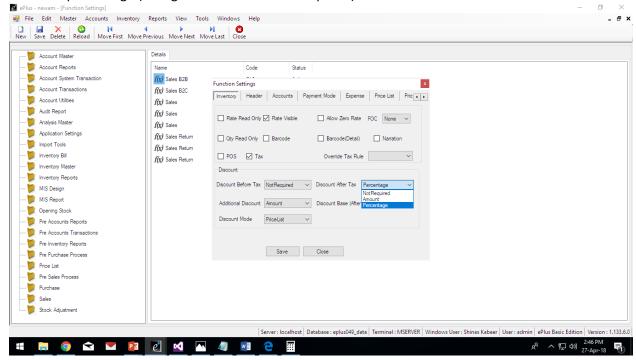
- > To set discount after tax:-
- 1 Select tools -> settings -> function settings



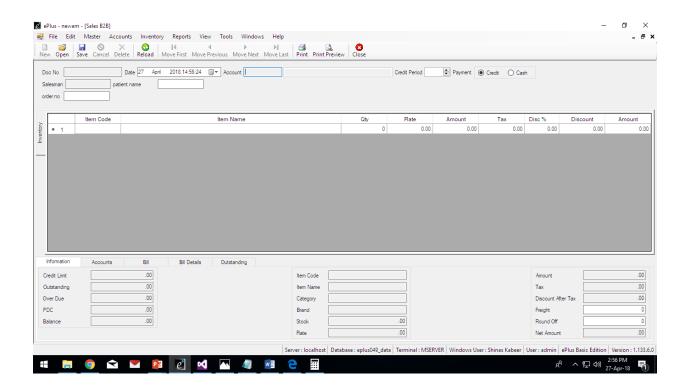


2 Select Sales on left -> select sales on right -> right click -> edit

3 Select inventory from the obtained box-> discount after tax:-change the drop down list to 'percentage'(change other fields to not required) and save.



4 Select inventory from the tool bar-> sales B2B



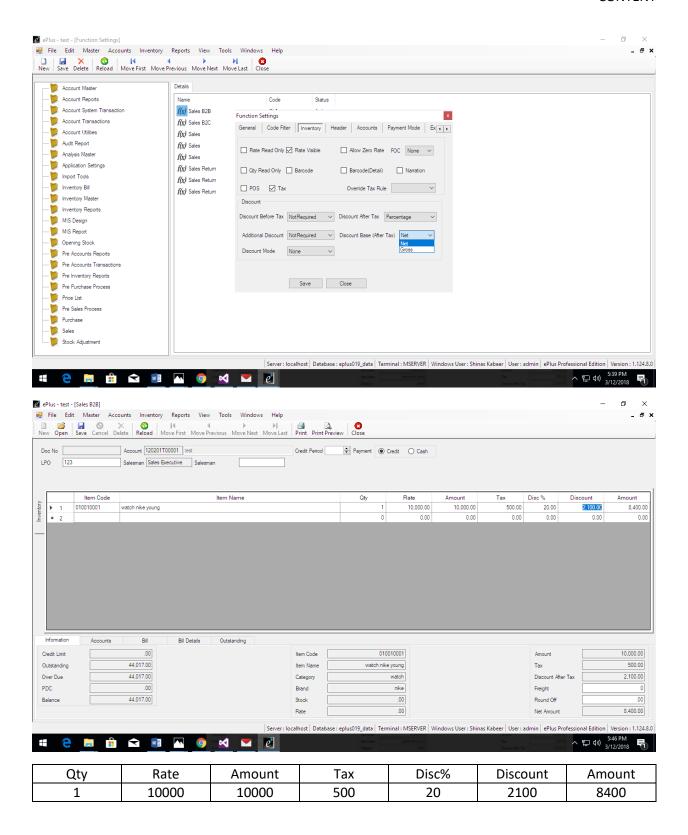
Qty	Rate	Amount	Tax	Disc %	Discount	Grand Amount
2	25	50	2.5	20	5	47.26

Another two types in percentage of discount after tax. They are:-

- Net discount
- Gross discount

Net discount

Tools-> settings-> functional setting-> sales-> salesB2B->right click-> edit->select inventory->
 Discount base:- select 'net' from the drop down list
 Discount after tax:-select 'percentage' from the drop down list

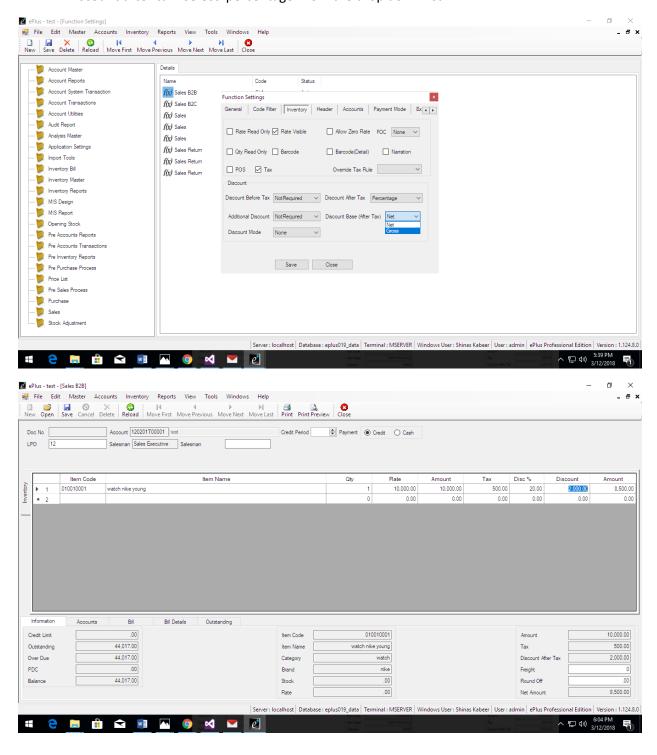


Here,

Discount is calculated from item's total amount with tax (amount + tax).

Gross discount

Tools-> settings-> functional setting-> sales-> salesB2B->right click-> edit->select inventory->
 Discount base:- select 'Gross' from the drop down list
 Discount after tax:-select 'percentage' from the drop down list



Qty	Rate	Amount	Tax	Disc%	Discount	Amount
1	10000	10000	500	20	2000	8500

Here,

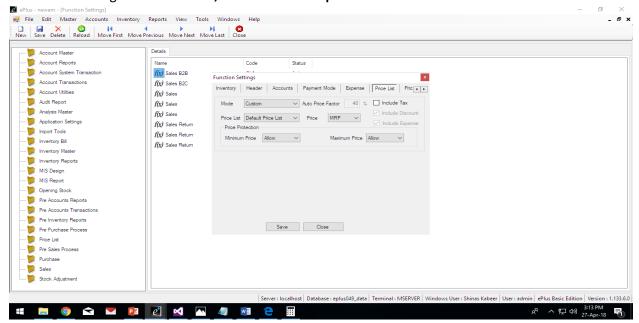
Discount is calculated from item's total amount without tax (amount).

Comparison between discount before tax and discount after tax

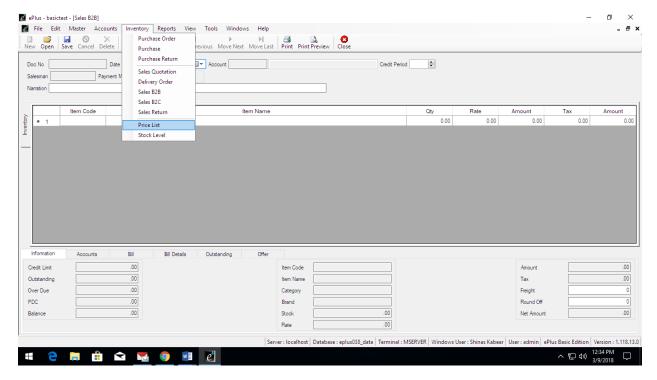
DISCOUNT BEFORE TAX:-	DISCOUNT AFTER TAX
After calculating the total amount of the items, subtract discount from the total and we add the tax, then provide the grand total	After calculating the total amount of the items, we add tax to the total and subtract the discount ,then provides the grand total

Pricelist-wise discount

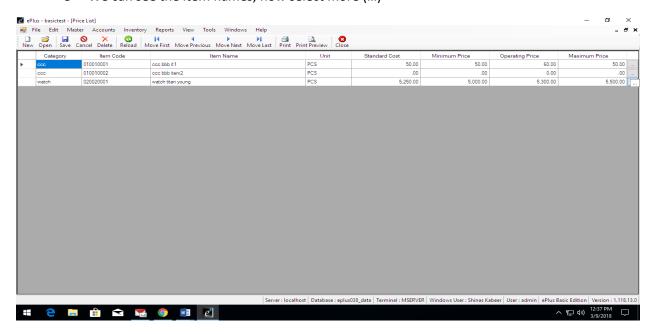
- > It helps to set the discount early to each items, no need to type manually at every time.
 - Select tools-> Settings-> function settings->sales-> select sales(active)->select price list-> change mode: custom, Pricelist: Default pricelist



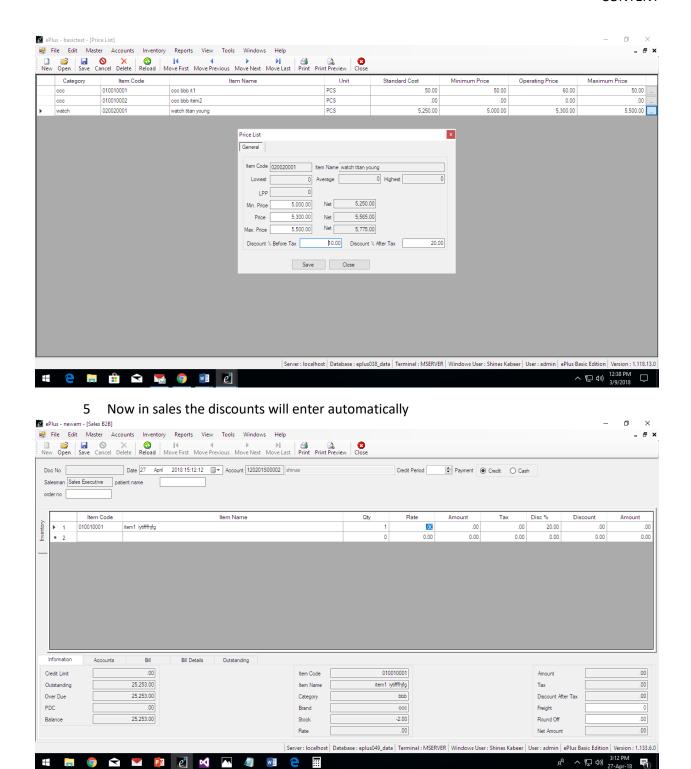
2 Select inventory from the tool bar-> price list



3 We can see the item names, now select more (...)

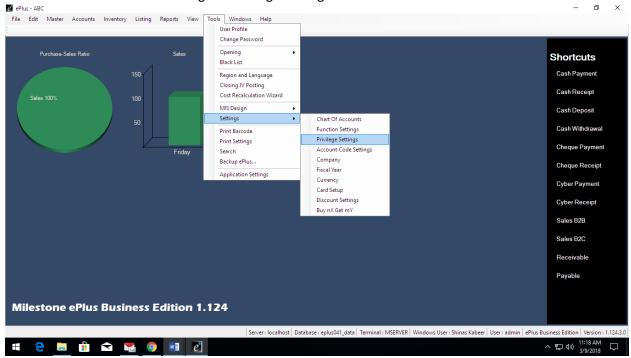


4 We can set both discount and save it.

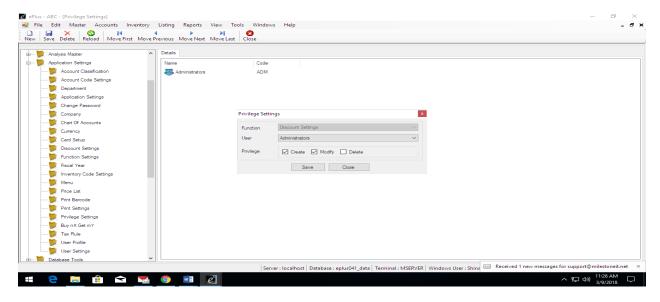


Account-wise discount

- It helps to set different discount amounts to different customers. For example, we need to give more discount to a regular customer, we can use this discount type.
- We can create a group and add the customer to it. Later on billing, when we give the customer account code or account name, the discount comes automatically.
- > To set account-wise discounts:-
 - 1 Select tools -> settings -> Privilege settings

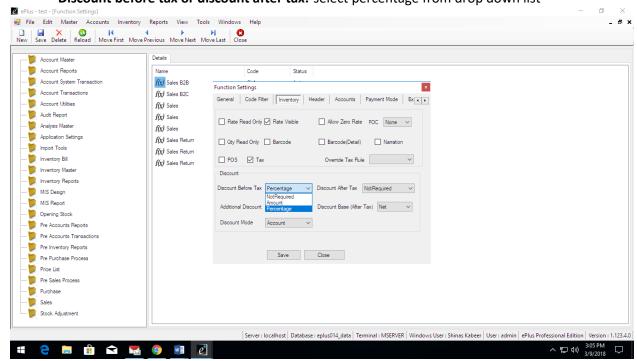


Select application settings-> expand-> select discount settings (left)-> right click-> new -> USER:- select drop down list to administrator

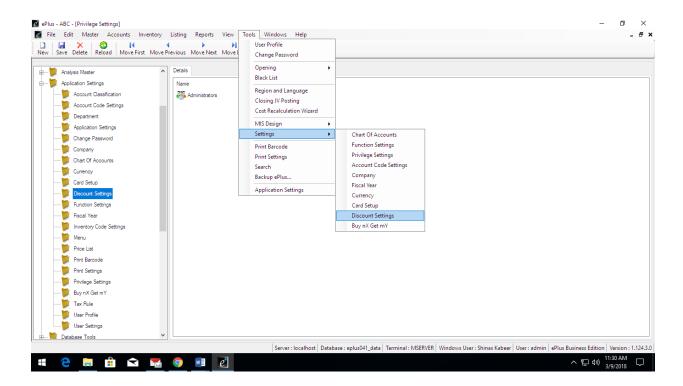


- 3 Check 'create' and 'modify' on the same window and save
- 4 Select tools on the tool bar-> settings-> function settings-> sales-> salesB2B(right)-> right click -> edit-> select inventory ->

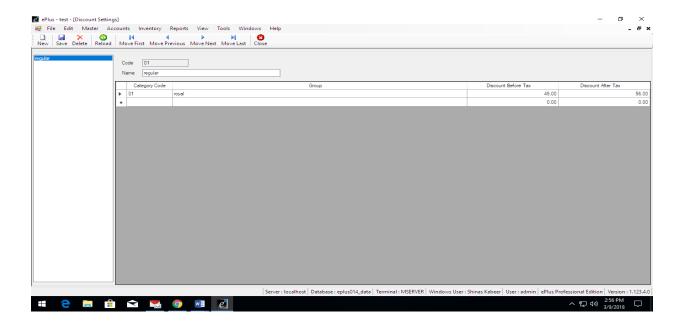
Discount mode:-select accounts from the drop down list **Discount before tax or discount after tax:**-select percentage from drop down list



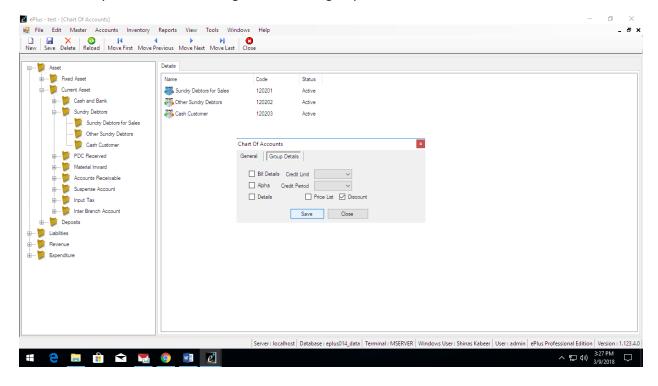
5 Select tools from the tool bar-> settings-> discount setting



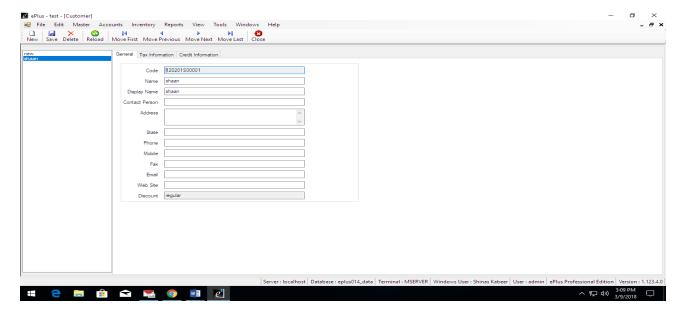
6 Add type of the discounts and add them to the groups and set discounts and save.

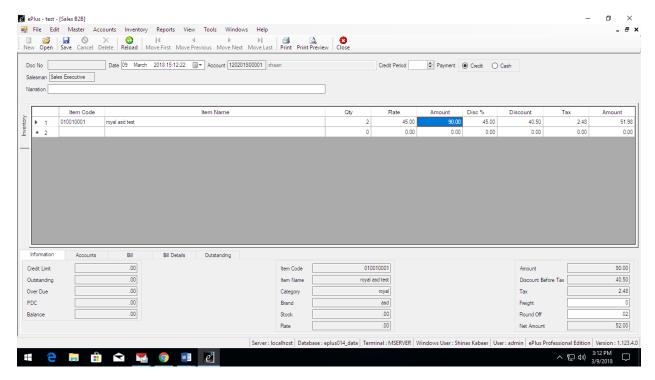


7 Select tools-> settings-> chart of accounts-> assets-> current assets -> sundry debtors-> sundry debtors on sales-> right click edit -> group details-> check discount -> save



8 Add discount type to the customer (select master from toolbar->customer) and save.

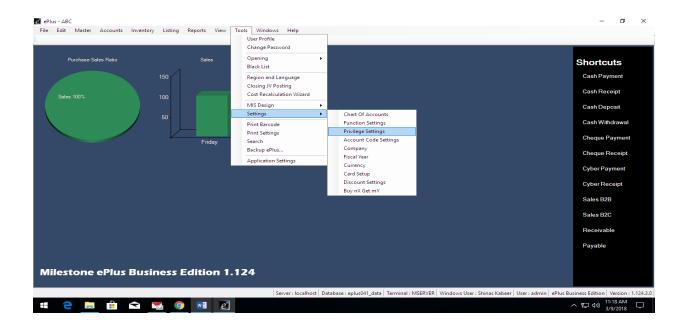




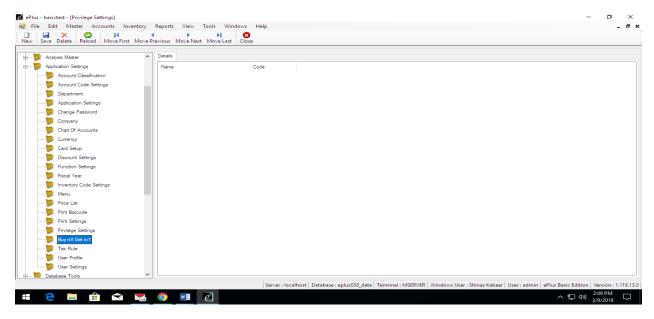
Now we can see the discount percentage field

BUY nX GET mY

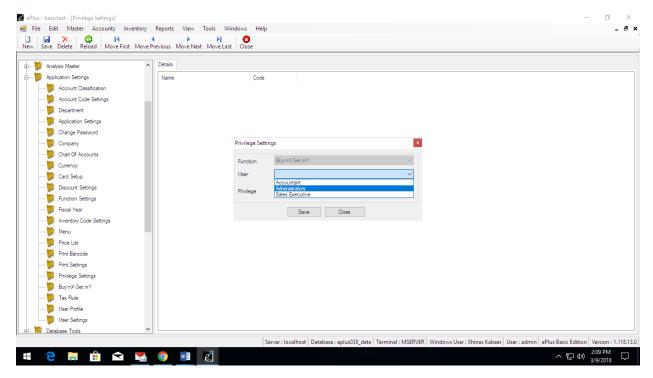
- > It helps to set" buy 2 get 1" like offers to the customers.
- > To set buy nX get mY:-
- 1. Select tools -> settings -> Privilege settings



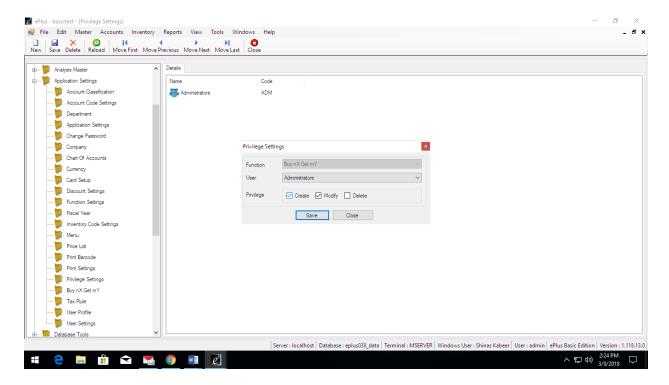
2. Select application settings-> buy nX get mY



3. Right click-> new->USER:- select administrator from drop down list

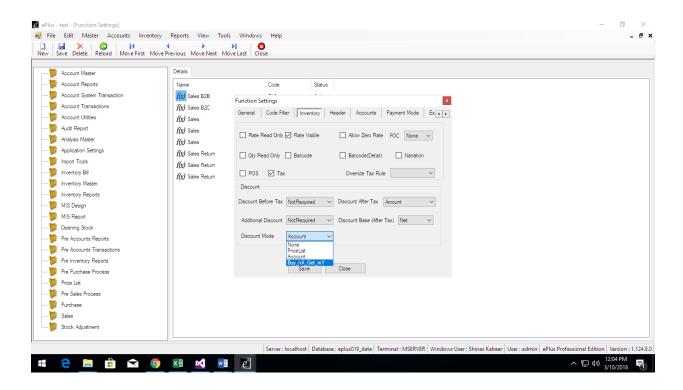


4. Check 'create' and 'modify' on the window and save

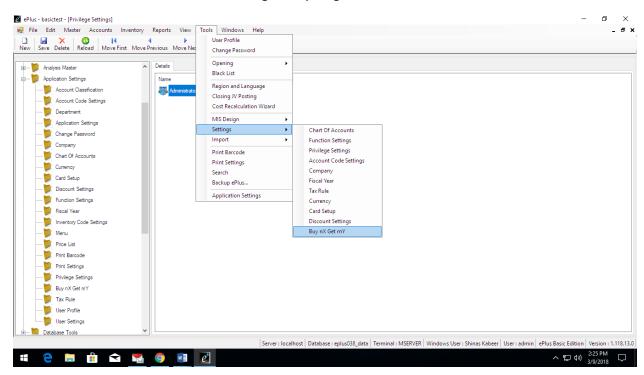


5. Select tools on the tool bar-> settings-> function settings-> sales-> salesB2B(right)-> right click -> edit-> select inventory ->

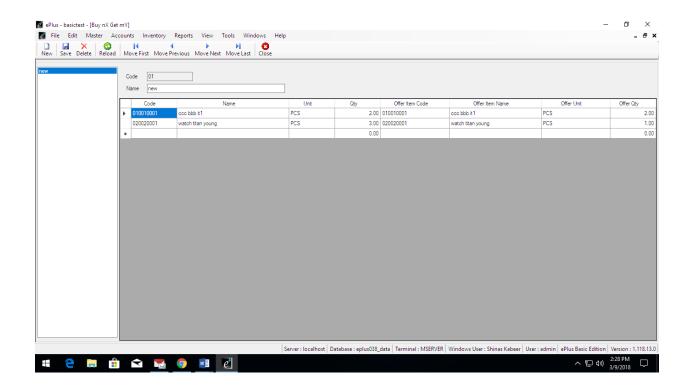
Discount mode:-select buy nX and get mY from the drop down list **Discount before tax or discount after tax:**-select amount from drop down list



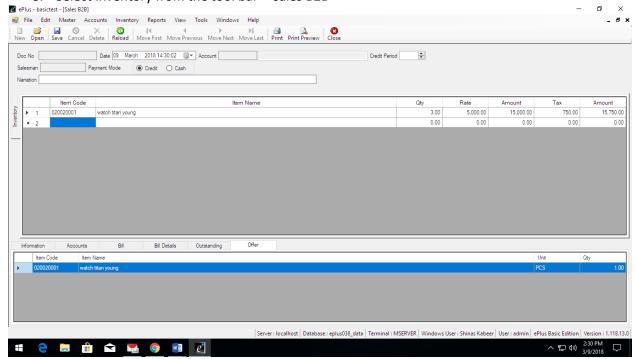
6. Select tools from tool bar-> settings-> buy nX get mY



7. We can add item name and offer quantity



8. Select inventory from the tool bar-> sales B2B



Now we can see the offer.

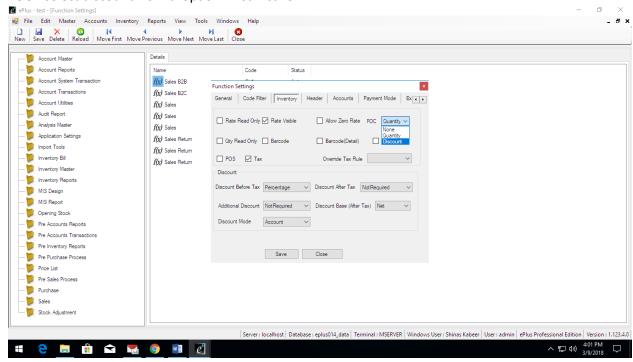
FOC

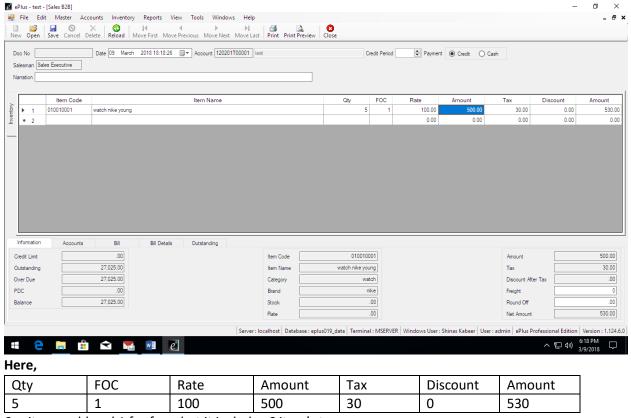
FOC stands for 'Free of cost' or 'Free of charge'. This type is same as buy nX get mY, but it processes during transaction time not pre-defined. There are two types of FOC:-

- FOC-discount
- FOC-quantity

FOC-discount

1. Select tools-> settings -> function settings-> sales -> salesB2B-> right click-> edit-> inventory -> **FOC:-** select discount from dropdown list-> save

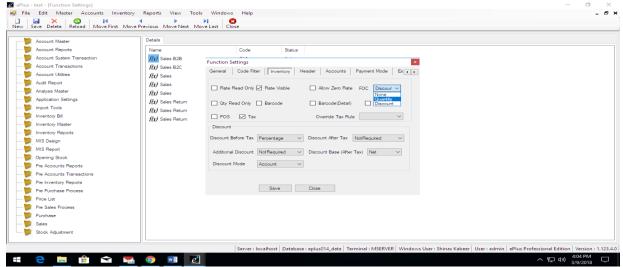


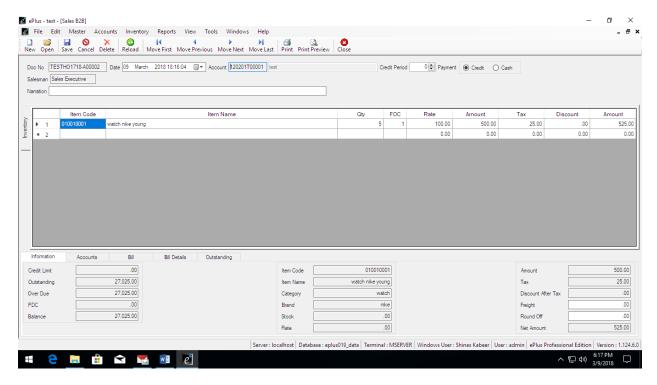


6 items sold and 1 for free, but it includes 6 item's tax

FOC-quantity

Select tools-> settings -> function settings-> sales -> salesB2B-> right click-> edit-> inventory -> FOC:-select quantity from dropdown list-> save





Here,

Qty	FOC	Rate	Amount	Tax	Discount	Amount
5	1	100	500	25	0	525

5 items has sold and one for free, but includes only 5 item's tax.