

Calculul de fundamentare economica se va realiza pentru minim 2 tehnici promoționale din categoriile: Reducere Temporare de Pret / Cupon/Ramburs și Pachet ofertă

1. Reducere Temporare de Pret / Cupon/Ramburs

RTP 10% Vin Purcari, rose demisec, 750 ml.

3 saptamani – 10 decembrie = 31 decembrie

$$Q_{z0} = 4 \text{ sticle} \qquad Q_0 = 4 * 21 = 84 \text{ UP}$$

$$P_0 = 45,80 \text{ lei}$$

$$P_1 = 45,80 - 45,80 * 10/100 = 41,22 \text{ lei}$$

$$\text{TVA} = 19\%$$

$$\text{AC} = 30\%$$

$$Q_1 = ? \qquad M_{B1} = M_{B0}$$

$$M_{Bu} = P_v^{-\text{TVA}} - P_{ach}$$

$$M_{B0} = Q_0 * (P_{v0}^{-\text{TVA}} - P_{ach})$$

$$M_{B1} = Q_1 * (P_{v1}^{-\text{TVA}} - P_{ach})$$

$$Q_1 * (P_{v1}^{-\text{TVA}} - P_{ach}) = Q_0 * (P_{v0}^{-\text{TVA}} - P_{ach})$$

$$Q_1 = Q_0 * (P_{v0}^{-\text{TVA}} - P_{ach}) / (P_{v1}^{-\text{TVA}} - P_{ach}) = 84 * (38,48 - 29,6) / (34,63 - 29,6) = 148,29$$

$$\text{UP} = 149 \text{ up}$$

$$P_{v0}^{-\text{TVA}} = P_{v0} / (1 + \text{TVA}/100) = 45,8 / 1,19 = 38,48 \text{ lei}$$

$$P_{v1}^{-\text{TVA}} = 41,22 / 1,19 = 34,63 \text{ lei}$$

$$P_{ach} = P_{v0}^{-\text{TVA}} / (1 + \text{AC}/100) = 38,48 / 1,3 = 29,6 \text{ lei}$$

$$\text{Rata de crestere vanzari} = 149/84 = 1,77$$

2. Pachet oferta (pachet cuplu cu produse de pe raioane diferite)

Pachet cuplu cu produse de pe raioane diferite

Expresor automat Philips + cafea boabe Jacobs barista 1Kg

Perioada promotie = 6 saptamani

$$Q_{s0} = 3 \text{ UP} \quad Q_0 = 6 \cdot 3 = 18 \text{ up}$$

$$P_{v0 \text{ expresor}} = P_{v \text{ pachet cuplu}} = 2564 \text{ lei}$$

$$P_{v0 \text{ cafea}} = 80 \text{ lei}$$

$$\text{TVA expresor} = 19\%$$

$$\text{TVA cafea} = 9\%$$

$$\text{AC expresor} = 28\%$$

$$\text{AC cafea} = 25\%$$

$$Q_1 = ? \quad M_{B1} = M_{B0}$$

$$M_{Bu1} = P_v^{-\text{TVA}} - (P_{\text{ach expresor}} + P_{\text{ach cafea}}) =$$

$$M_{B0} = Q_0 * (P_{v0}^{-\text{TVA}} - P_{\text{ach}}) = 18 * (2154,62 - 1683,29) = 8383,94 \text{ lei lei}$$

$$M_{Bu1} = P_v^{-\text{TVA}} - (P_{\text{ach expresor}} + P_{\text{ach cafea}}) = 2154,62 - (1683,29 + 58,71) = 412,62 \text{ lei}$$

$$Q_1 * (P_v^{-\text{TVA}} - (P_{\text{ach expresor}} + P_{\text{ach cafea}})) = Q_0 * (P_{v0}^{-\text{TVA}} - P_{\text{ach}})$$

$$Q_1 = Q_0 * (P_{v0}^{-\text{TVA}} - P_{\text{ach}}) / (P_v^{-\text{TVA}} - (P_{\text{ach expresor}} + P_{\text{ach cafea}})) = 8383,94 / 412,62 = 20,32 \text{ UP} = 21 \text{ UP}$$

$$P_{v \text{ expresor}}^{-\text{TVA}} = 2564 / 1,19 = 2154,62 \text{ lei}$$

$$P_{v \text{ cafea}}^{-\text{TVA}} = 80 / 1,09 = 73,39 \text{ lei}$$

$$P_{\text{ach expresor}} = 2154,62 / 1,28 = 1683,29 \text{ lei}$$

$$P_{\text{ach cafea}} = 73,39 / 1,25 = 58,71 \text{ lei}$$