

COURSE OVERVIEW

Session	Topic	Hilton / Platt
1	The Changing Role of Managerial Accounting	Chapter 1
	Basic Cost Management Concepts	Chapter 2
2	Product / Job Costing	Chapter 3
	Transfer Pricing	Chapter 13
3	Cost-Volume-Profit Analysis	Chapter 7
	Inventory Costing (Absorption vs. Variable Costing)	Chapter 8
4	Decision-Making: Relevant Costs and Benefits	Chapter 14
	Responsibility Center, Performance Measures & Controls	(Chapter 12/13)
5	Activity-Based Costing	Chapter 5
6	Activity Analysis, Cost Behavior, and Cost Estimation	Chapter 6
	Budgets – Financial Planning and Analysis	Chapter 9
7	Standard Costing and Direct Cost Variances	Chapter 10
8	Signaling Effects of Incentives	
	Sustainability and Controlling	

CHAPTER 7 COST-VOLUME-PROFIT ANALYSIS

OUTLINE

CONTRIBUTION MARGIN APPROACH

BREAK-EVEN ANALYSIS

COST-VOLUME-PROFIT (CVP) ANALYSIS

SENSITIVITY ANALYSIS

CVP WITH MULTIPLE PRODUCTS

U2 360° TOUR: THE BIGGEST ROCKSHOW EVER

- \$120 Million fixed costs
- \$750,000 expenses per day
- Loudest sound system ever









Zu wenig Karten verkauft Kölner Band Kasalla muss Europa-Tournee absagen



HOW DOES PROFIT CHANGE WITH ...

- An increase in sales?
- A decrease in cost?
- A shift in cost structure an increase in variable costs and a decrease in fixed costs?
- A price change which increases volume but lowers profit per unit?
- Selling an additional product?

Cost-Volume-Profit Analysis:

evaluate possible outcomes for the business under differing circumstances

BASIC EQUATIONS TO ADDRESS THESE QUESTIONS

- Operating Income (OI) = Revenue Variable Costs(VC) Fixed Costs (FC)
 - Revenue = Price (P) *Quantity (Q)
 - VC = VC per unit (VC_u) * Q
- OI = P*Q VCu*Q FC
- OI = (P VCu)*Q FC



Contribution Margin

CONTRIBUTION MARGIN

- Contribution Margin (CM) = Revenue Variable Costs (VC)
- Unit Contribution Margin (CM_u) = Price (P) Vc_u
- CM, captures how much each unit "contributes" towards fixed costs
- CM_u is the amount added to operating income by selling an additional unit
- CM Ratio: CM/Sales → the % amount added to operating income per \$ in sales revenue

BREAK-EVEN POINT

- Using relation between unit sales, prices, costs, and profits in planning and decision-making
 - How much to sell to recoup all fixed expenses?
 - Also called break-even analysis
- Break-even point
 - The point where revenues equal costs
 - The point of zero profit

COMPUTING THE BREAK-EVEN POINT

UNIT CONTRIBUTION MARGIN APPROACH

- Unit Contribution Margin (CM_u) = Price (P) Vc_u
- Captures how much each unit "contributes" towards fixed costs, i.e., how many units must we sell to cover all fixed costs (to break even)

$$FC = Q^* CM_u$$
 Q = FC / CM_u

COMPUTING THE BREAK-EVEN POINT

CONTRIBUTION MARGIN RATIO (% CONTRIBUTION OF SALES)

Break-even (dollars) = (Break-even units)*Sale_price

- Sometimes, management prefers break-even point in \$
- Contribution margin ratio: % contribution per \$ in sales



COMPUTING THE BREAK-EVEN POINT

BREAK-EVEN POINTS

Units

Break-even units =
$$\frac{\text{Fixed costs}}{\text{Unit contribution margin}}$$

Currency Amount

COMPUTING THE BREAK-EVEN POINT

EXAMPLE

- Curl Inc. sells 500 surf boards for \$250,000.
- The associated fixed and variable costs are \$80,000 and \$150,000 respectively.
- Compute the break-even point in units as well as in dollars!



COMPUTING THE BREAK-EVEN POINT

COMPUTING CM_{II} AND CM RATIO

 ${\rm CM_U}$: For each additional surf board sold, Curl generates \$200 in contribution margin.

Sales (500 surf boards) \$250,000
Less: variable expenses 150,000
Contribution margin \$100,000
Less: fixed expenses 80,000
Net income \$20,000

 Per Unit
 Percent

 \$ 500
 100%

 300
 60%

 \$ 200
 40%

CM ratio: 200/500 Per \$ in sales, 40% contribution

COMPUTING THE BREAK-EVEN POINT

Break-even units =
$$\frac{\text{Fixed costs}}{\text{Unit CM}} = \frac{80,000}{200} = 400$$

Each unit sold contributes \$200 towards recovering fixed costs → 400 units need to be sold to break even

Break-even sales =
$$\frac{\text{Fixed costs}}{\text{CM ratio}} = \frac{80,000}{0.4} = \$200,000$$

Each \$ in sales revenue contributes 40% towards recovering fixed costs

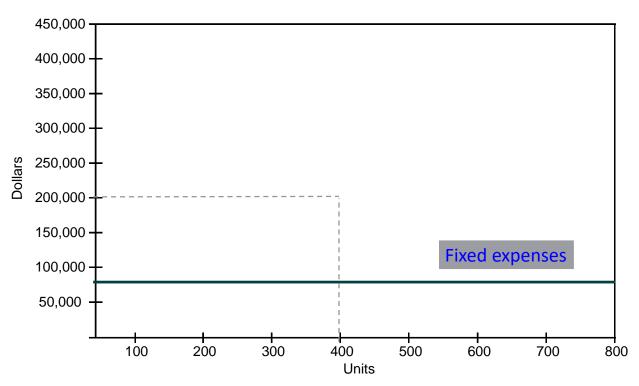
→ need \$200,000 in sales revenue to break even

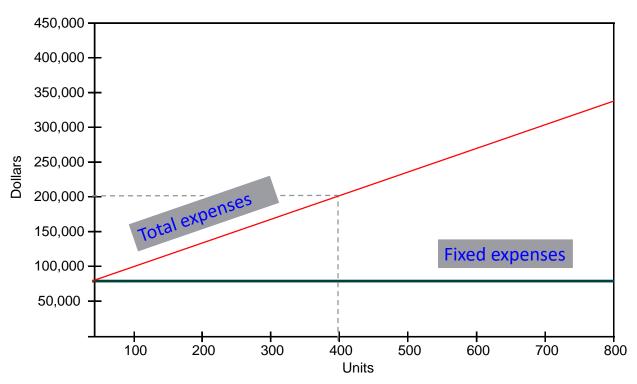
COST-VOLUME-PROFIT ANALYSIS

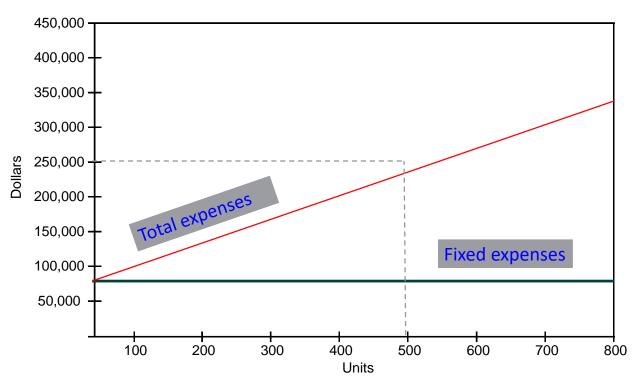
- Break-even does not capture how profit changes as activity changes
- CVP analysis: capture the relationship between profit and volume of activity
- Often graphically displayed

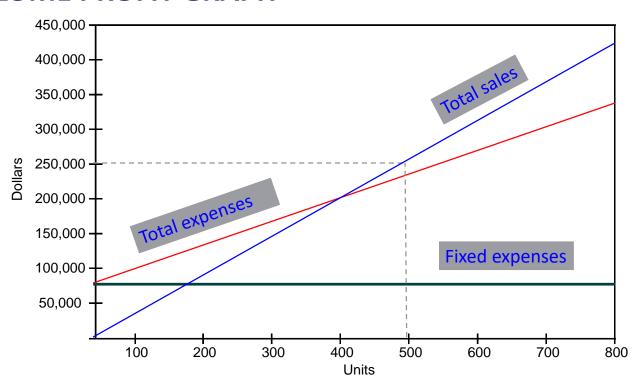
CVP: SCENARIO ANALYSIS & GRAPHS

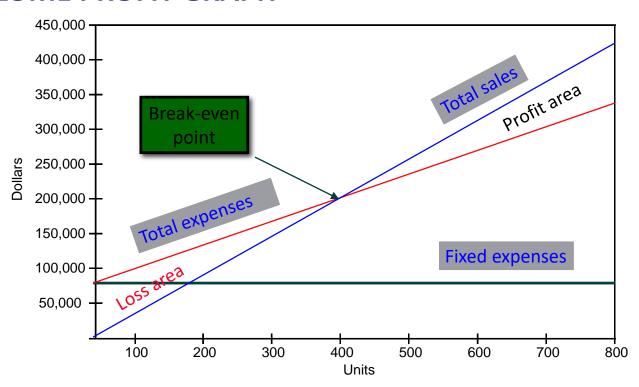
Production	300 units	400 units	500 units
Sales	\$150,000	\$200,000	\$250,000
Variable costs	\$90,000	\$120,000	\$150,000
Total Contribution margin	\$60,000	\$80,000	\$100,000
Unit CM	\$ 200	\$ 200	\$ 200
Fixed costs	\$80,000	\$80,000	\$80,000
Profits	(\$20,000)	-	\$20,000



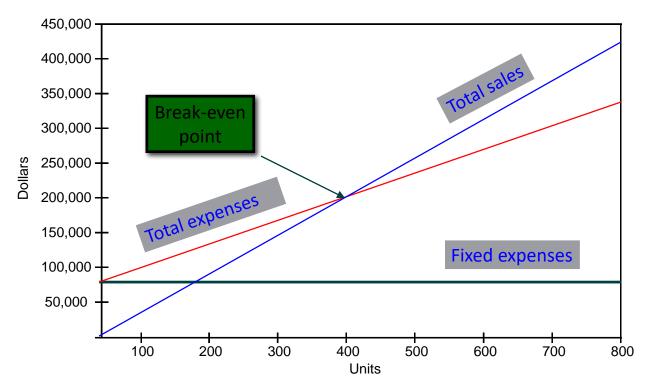




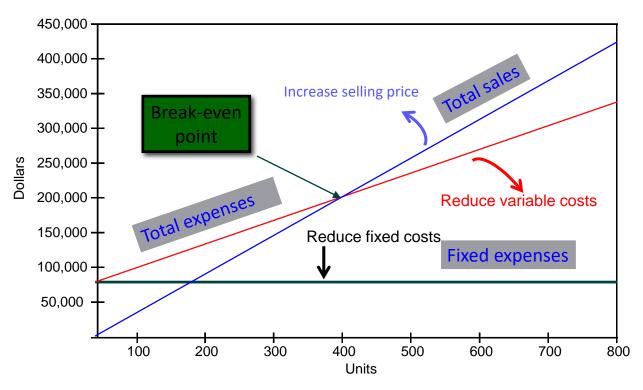




HOW CAN YOU REDUCE THE BREAK-EVEN POINT?



HOW CAN YOU REDUCE THE BREAK-EVEN POINT?



TARGET PROFIT

By simply adding target profit to fixed costs, the break-even point formula can be modified to become a profit planning tool.

Target profit units =
$$\frac{\text{Fixed costs} + \text{Target profit}}{\text{Unit contribution margin}}$$

Target profit sales =
$$\frac{\text{Fixed costs} + \text{Target profit}}{\text{CM Ratio}}$$

E7-23

- University Pizza delivers to dorms and apartments.
- Annual fixed costs are \$54,000, the selling price is \$10 per pizza.
- Variable costs are \$6 per pizza (production and delivery).
- 1. Using unit contribution margin, what is B/E in units?
- 2. What is the contribution margin ratio?
- 3. Using contribution margin ratio, B/E in sales \$?
- 4. How many pizzas to sell to earn a net profit of \$60,000?

APPLYING CVP ANALYSIS

- CVP provides structure to evaluate profit under alternative scenarios
- What happens to profit if:
 - Firm changes selling price
 - Cost structure changes
- Firm should select alternative which maximizes profit.

APPLYING CVP ANALYSIS: EXAMPLE

Curl is currently selling 500 surf boards per month.

- The owner believes that an increase of \$10,000 in the monthly advertising budget would increase board sales to 540 units.
- Should the firm authorize the increase in advertising?

Calculate profitability under each scenario!

APPLYING CVP ANALYSIS: EXAMPLE (CONT'D)

- Calculate profitability under each scenario!
- No advertising: Profit = (200)*500 \$80,000 = \$20,000
- Advertising: Profit = (200)*540 \$90,000 = \$18,000
- Sales increase does not outweigh the additional costs → select no advertising

APPLYING CVP ANALYSIS: EXAMPLE (CONT'D)

- Incremental sales & costs matter
- Advertising increases sales by 40 units → affects profit in two ways
 - Increase in profit due to 40 unit increase in sales: 40*200 = 8,000
 - Decrease in profit due to change in fixed costs by \$10,000

▶ \$8,000 - \$10,000 < 0 \rightarrow advertising decreases profit

CVP ANALYSIS WITH MULTIPLE PRODUCTS

- Sales mix
 - The proportion of sales of various products
- How do you compute break-even points?
 - Different products have different costs, different sales prices and different contribution margins
 - However, fixed costs are common
- Key: Weighted average contribution margin

CVP ANALYSIS WITH MULTIPLE PRODUCTS

• OI = $CM_{u1}Q_1 + CM_{u2}Q_2 - Fixed Costs$

Express quantity per product as a % of total quantity

$$(\%Prod_1 = Q_1 / (Q_1 + Q_2), Q_{TTL} = Q_1 + Q_2)$$

• OI = $(CM_{u1}(\%Prod_1)+CM_{u2}(\%Prod_2))$ Q_{TTL} - Fixed Costs



CVP ANALYSIS WITH MULTIPLE PRODUCTS: EXAMPLE (CONT'D)

Assume that Curl sells sail boards along with surfboards as following:

	Sale price	Variable cost	Units sold
Surfboards	500	300	500
Sailboards	1,000	450	300
Fixed costs – added capacity		170,000	A
Compute the break-even points!			

CVP ANALYSIS WITH MULTIPLE PRODUCTS: EXAMPLE (CONT'D)

- Unit contribution margin
 - surf boards: $CM_{11} = 500 300 = 200$
 - sail boards: $CM_{II} = 1,000 450 = 550$
- Sales mix = 500 surf, 300 sail boards (800 total)
 - 62.5% (5/8) surf boards
 - 37.5% (3/8) sail boards
- Weighted average unit contribution margin = (0.625)*200+(0.375)*550 = 331.25

CVP ANALYSIS WITH MULTIPLE PRODUCTS: EXAMPLE (CONT'D)

Break-even point =
$$\frac{170,000}{331.25}$$

Break-even point = 514

Curl Inc. has to sell 514 combined units to break-even – the mix is important!

CVP ANALYSIS WITH MULTIPLE PRODUCTS: EXAMPLE (CONT'D)

Individual break-even points:

	Combined break- even point	Weights	Individual break- even point
Surfboards	514	0.625	321
Sailboards	514	0.375	193
Total			514

Curl Inc. has to sell 321 surfboards and 193 sailboards to break even.

ASSUMPTIONS UNDERLYING CVP ANALYSIS

- Selling price is constant throughout the entire relevant range.
- Costs are linear over the relevant range.
- In multi-product companies, the sales mix is constant.
- In manufacturing firms, inventories do not change (units produced = units sold).

CASE 7-55

Current situation vs. new option:

Independent Sales Agents	Own Sales Personnel
 Currently receive a commission of 20% of sales Demand an increase to 25% 	 3 individuals required (annual salary of \$45,000 each) Plus commissions of 5% of sales 2 sales managers at fixed annual salaries of \$120,000 each

CASE 7-55 (CONT'D)

- Budgeted income statement reflects independent sales agents (20%)
- Assume COGS 100% variable
- All income statement fixed costs and the variable cost percentages would remain the same under each scenario

LAKE CHAMPLAIN SPORTING GOODS COMPANY Budgeted Income Statement For the Year Ended December 31, 20x4		
Sales		\$15,000,000
Cost of goods sold		9,000,000
Gross margin		\$ 6,000,000
Selling and administrative expenses:		
Commissions	\$3,000,000	
All other expenses (fixed)	150,000	3,150,000
Income before taxes		\$ 2,850,000
Income tax (30%)		855,000
Net Income		\$ 1,995,000

CASE 7-55 (CONT'D)

- 1. Estimate B/E point in sales \$ based on IS for both scenarios:
 - independent sales agents, 20% commission
 - own sales personnel
- 2. Compute estimated \$ sales volume that yields the same net income if sales commission rises to 25%
- Compute estimated \$ sales volume that would yield an identical net income under both scenarios
 (25% commission vs. own sales personnel)

CHAPTER 8 INVENTORY COSTING: ABSORPTION VS. VARIABLE COSTING

ABSORPTION AND VARIABLE COSTING

• Inventory Costing: how is fixed manufacturing overhead allocated?

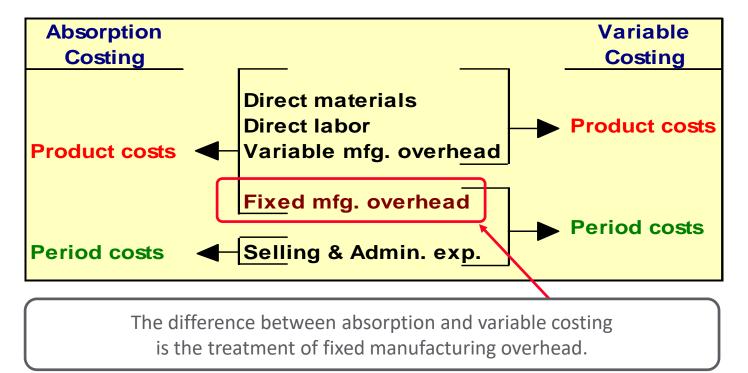
ABSORPTION (FULL) COSTING

Both fixed and variable production costs are assigned to products.

VARIABLE COSTING

Only variable costs are assigned to products (also called direct costing)

ABSORPTION AND VARIABLE COSTING



ABSORPTION AND VARIABLE COSTING

Mellon Co. produces a single product with the following information available:

Number of units produced annually		5,000
Variable costs per unit:		
Direct materials, direct labor		
and variable mfg. overhead	\$	10
Fixed costs per year:		
Mfg. overhead	\$15	0,000
Selling & administrative		
expenses	\$16	0,000

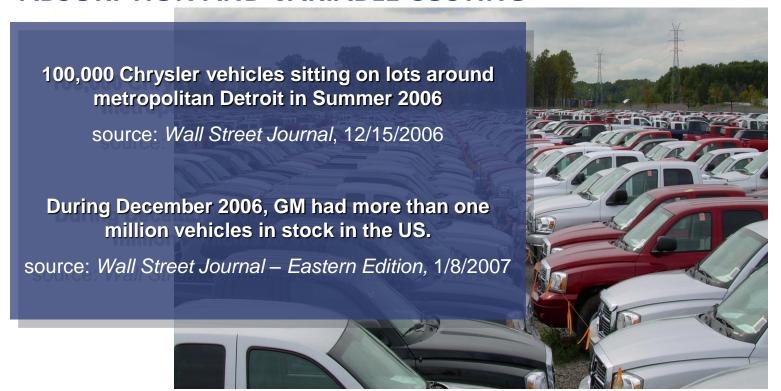
ABSORPTION AND VARIABLE COSTING

• Unit product cost is determined as follows:

	Absorption Costing			iable sting
Direct materials, direct labor, and variable mfg. overhead Fixed mfg. overhead	\$	10	\$	10
(\$150,000 ÷ 25,000 units)	•	6	•	- 10
Unit product cost	\$	16	\$	10

Selling and administrative expenses are always treated as period expenses & deducted from revenue.

ABSORPTION AND VARIABLE COSTING



ABSORPTION AND VARIABLE COSTING

"GM, Ford, and DaimlerChrysler... are lopping thousands

of dollars off sticker prices on 2007 models"

(source: Wall Street Journal, 9/27/2006)

"Chrysler is slicing as much as \$10,000 off the \$30,000 price of the Dodge Durango, a big SUV whose sales have stalled."

(source: Wall Street Journal, 12/15/2006)



ABSORPTION AND VARIABLE COSTING

- Absorption costing (AC) is required by GAAP and the IRS for external reporting
 - Fixed manufacturing overhead (FMOH) is allocated to units of product
 - FMOH is part of Cost of Goods Sold (CoGS) for units sold, part of balance-sheet inventory value for unsold units
 - Consistent with long-run pricing decisions that must cover full costs
- Variable costing (VC) is used internally
 - All current-period FMOH is treated as a current-period cost, regardless of whether units are sold or not
 - Consistent with CVP analysis, impact of fixed costs emphasized
 - Consistent with short-run pricing decisions

ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

HOW DO THE DIFFERENT UNIT COSTS IMPACT NET INCOME?

- Sell units for \$30
- Unit costs are \$16 under absorption and \$10 under variable costing
- Fixed costs are \$150,000 (\$6 per unit)

	Year 0	Year 1	Year 2
Production	25,000	25,000	25,000
Sales	25,000	20,000	30,000

Big question: Under which costing system is the operating income higher?

ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

- Absorption allocates fixed costs to products (fixed costs are "absorbed")
 - Decreases gross margin (i.e. COGS increase)
 - Defers fixed costs into inventory (if sales < production)

Let's work a numerical example!

ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

Mellon Co.,
in year 1 of operations,
had no beginning inventory,
produced 25,000 units
and sold 20,000 units
at \$30 each.

Absorption Costing Income Statement

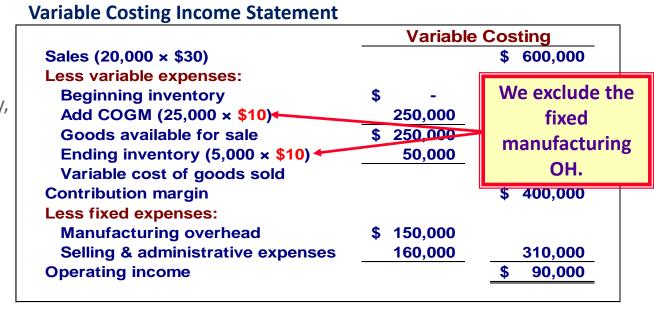
	Absorption Costing			
Sales (20,000 × \$30)	<u>=</u>	\$ 600,000		
Less cost of goods sold:				
Beginning inventory	\$ -			
Add COGM (25,000 × \$16)	400,000			
Goods available for sale	\$ 400,000			
Ending inventory (5,000 × \$16)	80,000	320,000		
Gross margin		\$ 280,000		
Less selling & admin. exp.				
Fixed	160,000	160,000		
Operating income		\$ 120,000		

ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

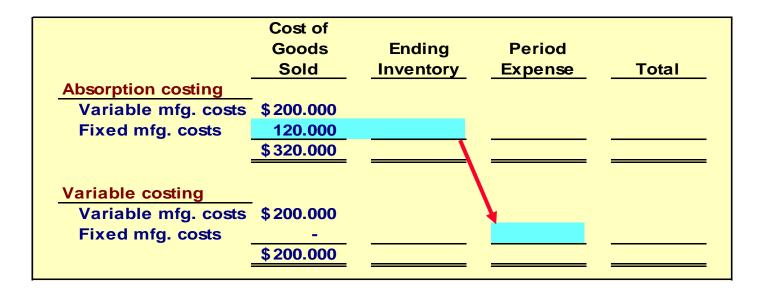
Mellon Co.,

 in year 1 of operations,
 had no beginning inventory,
 produced 25,000 units

 and sold 20,000 units
 at \$30 each.



COMPARING ABSORPTION AND VARIABLE COSTING



COMPARING ABSORPTION AND VARIABLE COSTING

If production > sales, Absorption Costing Income > Variable Costing Income

	Cost of Goods Sold	Ending Inventory	Period Expense	Total
Absorption costing				
Variable mfg. costs	\$200,000	\$ 50,000	\$ -	\$250,000
Fixed mfg. costs	120,000	30,000	<u> </u>	150,000
	\$320,000	\$ 80,000	\$ -	\$400,000
Variable costing Variable mfg. costs Fixed mfg. costs	\$200,000 - \$200,000	\$ 50,000 - \$ 50,000	\$ - 150,000 \$150,000	\$250,000 150,000 \$400,000

RECONCILING INCOME UNDER ABSORPTION & VARIABLE COSTING

We can reconcile the difference between absorption and variable using the "shortcut method".

RECONCILING INCOME UNDER ABSORPTION & VARIABLE COSTING

Variable costing operating income

90,000

Add: Fixed mfg. overhead costs

deferred in inventory (5,000)

units × \$6 per unit)

30,000

Absorption costing operating income

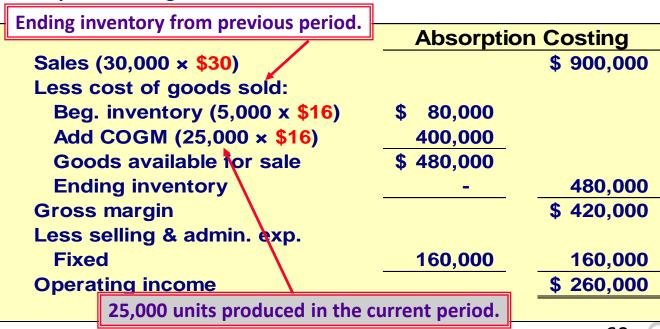
120,000

Fixed mfg. overhead \$150,000 = \$6.00 per unit **Units produced** 25,000

ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

Absorption Costing Income Statement

In year 2 of operations,
 Mellon Co. started
 with an inventory of
 5,000 units,
 produced 25,000 units
 & sold 30,000 units
 at \$30.



ABSORPTION AND VARIABLE COSTING: NET INCOME EFFECT

In year 2 of operations,
 Mellon Co. started
 with an inventory of
 5,000 units,
 produced 25,000 units
 & sold 30,000 units
 at \$30.

Variable Costing Income Statement

			Variable Costing		
Sales (30,000	0 × \$30)			\$	900,000
Less variable	e expenses:				
Beg. inven	tory (5,000 × \$10)	\$	50,000		
Add COGN	1 (25,000 × \$10)		250,000		
Goods ava	ilable for sale	\$	300,000		
Ending inv	entory		-		
Variable co	est of goods sold	\$	300,000		300,000
Contribution	margin			\$	600,000
Less fixed ex	kpenses:				
Manufactu	ring overhead	\$	150,000		
Selling & administrative expens		enses	160,000		310,000
Opera <u>ting in</u>	come			\$	290,000
Exclud	les fixed manufactu	ring overhea	ad.		

ABSORPTION COSTING (AC) VS. VARIABLE COSTING (VC): SUMMARY

Production versus Sales	Total Inventory Effect	Period Ex	kper	nse Effect	Profit Effect
Produced > Sold	Increase	Fixed mfg. costs expensed AC	<	Fixed mfg. costs expensed VC	AC > VC
Produced < Sold	Decrease	Fixed mfg. costs expensed AC	>	Fixed mfg. costs expensed VC	AC < VC
Produced = Sold	No change	Fixed mfg. costs expensed AC	=	Fixed mfg. costs expensed VC	AC = VC

INCOME STATEMENT FORMAT: ABSORPTION VS. VARIABLE COSTING

- Absorption costing: classify costs <u>by function</u>
 - Revenues Cost of Goods Sold = Gross profit
 - Gross profit Selling General & Administrative Costs = Operating income
- Variable costing: classify costs <u>by behavior</u>
 - Revenues variable costs (production, sales, etc.) = Contribution margin
 - Contribution margin fixed costs (production, sales, etc.) = Operating income

E8-23

Sea Star Company manufactures diving masks with a variable cost of \$12.50. The masks sell for \$17.00. Budgeted fixed manufacturing overhead for the most recent year was \$396,000. Actual production was equal to planned production.

- Under each of the following conditions, state
 - 1. whether operating income is higher under variable or absorption costing and
 - 2. the amount of the difference in reporting operating income under the two methods.
- Treat each condition as an independent case.

E8-23

1. Production 110,000 units Sales 107,000 units

2. Production 88,000 units Sales 93,000 units

3. Production 80,100 units Sales 80,100 units

E8-27

Information taken from Ticonderoga Paper Company's records for the most recent year is as follows:

• Direct material used \$203,000

• Direct labor 70,000

Variable manufacturing overhead 35,000

Fixed manufacturing overhead 56,000

Variable selling and administrative costs 28,000

Fixed selling and administrative costs 14,000

- **1.** Assuming Ticonderoga Paper Company uses variable costing, compute the inventoriable costs for the year.
- 2. Compute the year's inventoriable costs using absorption costing.





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