

Typical cost items for high fixed-cost industries

Transportation



Examples

- Airlines
- Train transportation
- Cruise lines
- Trucking companies

Typical major cost items

- Salaries
- Fuel
- Maintenance costs
- Storage fees
- Infrastructure fees (airport fees, port fees, railway fees, etc.)

Telecommunication service providers



- Cell phone wireless services
- Internet services
- Cable TV services
- Video streaming services

- Maintenance costs
- Marketing expenses
- Salaries

Rental businesses



- Car rental companies
- Commercial real estate companies
- Hotels
- Ski resorts (incl. sports equipment rental)

- Maintenance costs
- Marketing expenses
- Salaries

High-end segment



- Luxury fashion products
- Prestige cosmetics
- Premium watches

- Marketing expenses
- COGS
- R&D spending

Software



- Big tech companies
- Fintech companies
- Internet of Things (IoT) companies

- R&D spending
- Marketing expenses

Typical cost items for high variable-cost industries

	Examples	Typical major cost items
Consumer products (not high-end) 	<ul style="list-style-type: none">▪ Apparel and shoe▪ Food products▪ Kitchen appliances▪ Home supplies	<ul style="list-style-type: none">▪ COGS▪ Marketing expenses▪ Distribution costs
Trading businesses 	<ul style="list-style-type: none">▪ Grocery stores▪ Retailers▪ Distributors	<ul style="list-style-type: none">▪ COGS
Professional services businesses 	<ul style="list-style-type: none">▪ Healthcare▪ Consulting▪ Audit and tax advisory▪ Law practices	<ul style="list-style-type: none">▪ Salaries / Labor