

SCREEN - Effects : Volume, Mix and Price

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Introduction to the effects - 1'03

Financial Effects
The concepts

Period	Costs Effects (M)
Jan-Mar 2018	220.00
Cost Control (Cost L.)	-10.11
Volume Effect	88.31
Mix Effect	-12.39
Price Effect	-2.88
Jan-Mar 2019	273.32

Volume Effect - 1'54

Volume Effect

Period	Costs Effects (M)
Jan 2018	42.81
Cost Control (Cost L.)	-2.47
Volume Effect	15.21

Mix Effect - 1'57

Mix Effect

Category	Costs Effects (K)
Repositionnement	4.23
Product/Client	1.23
Seasons	-35.73
Transportation	1.40
Comer	118.99

Price Effect - 2'32

Price Effect

Category	Costs Effects (M)
Extra Costs	84.67
Regular Costs	-288.58
Jan-Mar 2019	6.28

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