

Measuring Customer And Product Line Profitability Beyond Turn Earn

Measuring Customer And Product Line Profitability Beyond Turn Earn - Measuring Customer and Product Line Profitability: Beyond Turn & Earn [Peter Mullins] on Amazon.com. *FREE* shipping on qualifying offers. Which are your most profitable product lines and customers when the profit earned and the investment required to support their share of the business are considered? How does a company measure customer profitability properly? In extreme cases, how does it deselect or “fire” a customer that shows no promise of ever being profitable? ... product/service line, and customer), each has its own type of “sustaining costs,” which are also assignable to its end-product or end-customer using a cost object ... Customer, Product, and Channel Profitability analysis The Importance of Activity-Based Costing ... SAP Thought Leadership – customer, product, and channel profitability analysis 5. not all customer relationships are ... line items to products or customers using specific metrics, such as the total number of accounts, or other ... Product managers have usually been blessed with access to some form of product profitability measurement which informs their management processes and thinking. Consequently, we rarely see product managers emerging as the proponents of customer profitability in companies.