

Deal / Basket Economics

Consumer Electronics & Appliances

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Computes the true profit of a complete sale (basket) from discrete lines — product margin, accessories, extended warranty, finance commission, exchange spread and installation — so you see how the whole deal makes money even when the product margin is near zero. Use it to understand deal economics. For pricing use the Pricing & Margin Strategy tool.

Purpose of this tool & output

See the real profit on a complete sale

How the output is used

Use it to see the real profit on a complete sale — deal or basket economics that add product, attach, finance and warranty into one margin.

Who should vet it

Your accountant, to confirm the attach, finance and warranty margins in the basket economics.

Important cautions

The product margin on a hot model can be near zero — the deal makes money through accessories, extended warranty, finance commission, exchange and installation; train staff to build and close the whole basket, not just sell the box at a matched price.

Companion documents

- Store P&L Modeller
- Working Capital Planner
- Break-Even Analysis
- Inventory Turns & GMROI
- Cash Flow Management
- Service Centre Economics

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.