

When considering increasing prices!

Present contribution factor in % (what is the net contribution of this product or service or LoB in terms of the companies annual total contribution)

% Price Increase		10	15	20	25	30	35	40	50	60	70	80	90
	2.00	17	12	9	7	6	5	5	4	3	3	2	2
	3.00	23	17	13	11	9	8	7	6	5	4	4	3
	4.00	29	21	17	14	12	10	9	7	6	5	5	4
	5.00	33	25	20	17	14	12	11	9	8	7	6	5
	7.50	43	33	27	23	20	18	16	13	11	10	9	8
	10.00	50	40	33	29	25	22	20	17	14	12	11	10
	15.00	60	50	43	37	33	30	27	22	20	18	16	14
	20.00	67	57	50	44	40	37	33	29	25	22	20	18



% by which sales volume can go down without loss in total contribution of that product, service or LoB