

FORMULEBLAD

TOTAAL

totale opbrengst
totale winst

totale kosten
totale variabele kosten
totale constante kosten

FORMULE

$$\begin{aligned} TO &= P \times Q \\ TW &= TO - TK & TW &= Q \times GW \end{aligned}$$

$$\begin{aligned} TK &= TVK + TCK & TK &= GTK \times Q \\ TVK &= GVK \times Q \\ TCK &= GCK \times Q \end{aligned}$$

GEMIDDELD

variabele kosten per product
constante kosten per product
kostprijs

$$\begin{aligned} GVK &= TVK / Q \\ GCK &= TCK / Q \\ GTK &= TK / Q & GTK &= TVK + TCK \end{aligned}$$

winstmarge

$$GW = TW / Q \quad GW = GO - GTK$$

verkoopprijs

$$P = GO = TO / Q$$

MARGINAAL

marginale opbrengst
marginale kosten
marginale winst

$$\begin{aligned} MO &= \Delta TO / \Delta Q \\ MK &= \Delta TK / \Delta Q & MK &= \Delta TVK / \Delta Q \\ MW &= \Delta TW / \Delta Q \end{aligned}$$

DOELSTELLING

break-even afzet

$$\begin{aligned} TO &= TK \\ GO &= GTK \\ TW &= 0 \\ TCK / (P - GVK) \end{aligned}$$

maximale totale winst

$$MO = MK$$