

SUMMARY

COST VOLUME PROFIT ANALYSIS AS A TOOL FOR PROFIT PLANNING AT PT UNILEVER INDONESIA INDONESIA, A CASE STUDY

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Subject : COST VOLUME PROFIT ANALYSIS AS A TOOL FOR PROFIT PLANNING AT PT UNILEVER INDONESIA INDONESIA, A CASE STUDY

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Description :

Cost volume profit analysis deals with the relationship among sales revenue, total expenses and sales volume. Cost volume profit analysis looks at how total expenses vary with changes in sales volume, and puts together expenses and revenue variation for the various volume sold, to see how profit varies with the changes in sales volume. The writer used this analysis as a tool for profit planning

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