

	Ianuarie	Februarie	Martie	Aprilie	Mai	Iunie	Iulie	August	Septembrie	Octombrie	Noiembrie	Decembrie	Total 2014
<b>Distributie vanzare pe categorii de produse</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>	<b>Tone produs finit</b>
<b>Lapte</b>	243	226	298	302	346	360	375	389	404	421	436	450	4.249
<b>Acidofile</b>	18	23	38	51	64	67	70	73	76	79	82	85	729
<b>Branzeturi</b>	32	34	38	53	69	72	75	78	81	84	87	90	792
<b>Smantana</b>	22	23	53	69	85	88	91	94	97	101	105	108	937
<b>Mascarpone</b>	7	6	4	12	9	9	10	10	11	11	12	12	114
<b>Unt</b>	11	13	22	27	49	51	53	54	56	59	61	63	519
<b>Cascaval&amp;Telemea</b>	20	21	34	43	24	25	26	28	29	30	31	32	344
<b>Iaurt</b>	34	33	56	44	64	67	70	73	76	80	83	86	766
<b>Total</b>	<b>389</b>	<b>378</b>	<b>544</b>	<b>601</b>	<b>710</b>	<b>740</b>	<b>770</b>	<b>800</b>	<b>830</b>	<b>865</b>	<b>896</b>	<b>926</b>	<b>8.449</b>
Necesar materie prima (to)	<b>802</b>	<b>738</b>	<b>1.009</b>	<b>1.190</b>	<b>1.253</b>	<b>1.307</b>	<b>1.361</b>	<b>1.416</b>	<b>1.470</b>	<b>1.532</b>	<b>1.588</b>	<b>1.642</b>	<b>15.306</b>
	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON	Valoare - RON
<b>Total Venituri</b>	<b>2.957.323</b>	<b>2.853.995</b>	<b>3.899.897</b>	<b>4.622.145</b>	<b>5.089.699</b>	<b>5.310.682</b>	<b>5.542.165</b>	<b>5.766.648</b>	<b>5.987.631</b>	<b>6.238.116</b>	<b>6.467.799</b>	<b>6.695.782</b>	<b>61.431.882</b>
	din care												
<u>Vanzari intern</u>	<b>2.476.176</b>	<b>2.521.944</b>	<b>3.575.807</b>	<b>4.019.870</b>	<b>4.419.663</b>	<b>4.640.646</b>	<b>4.861.629</b>	<b>5.082.612</b>	<b>5.303.595</b>	<b>5.524.579</b>	<b>5.745.562</b>	<b>5.966.545</b>	<b>54.138.628</b>
<u>Vanzari extern</u>	<b>125.458</b>	<b>220.412</b>	<b>182.896</b>	<b>481.324</b>	<b>572.036</b>	<b>572.036</b>	<b>572.036</b>	<b>572.036</b>	<b>572.036</b>	<b>598.037</b>	<b>603.238</b>	<b>603.238</b>	<b>5.674.780</b>
<u>Prestari</u>	<b>86.268</b>	<b>102.282</b>	<b>81.951</b>	<b>109.268</b>	<b>98.000</b>	<b>98.000</b>	<b>108.500</b>	<b>112.000</b>	<b>112.000</b>	<b>115.500</b>	<b>119.000</b>	<b>126.000</b>	<b>1.268.769</b>
<u>Alte venituri</u>	<b>269.421</b>	<b>9.357</b>	<b>59.243</b>	<b>11.683</b>									<b>349.704</b>
Materie prima	1.301.177	1.199.189	1.586.177	1.769.277	2.019.568	2.102.680	2.185.793	2.268.905	2.352.018	2.451.372	2.537.733	2.620.845	24.394.735
Transport&Colectare	123.563	112.836	158.657	200.694	226.139	235.156	244.174	253.191	262.208	273.307	282.740	291.758	2.664.423
<b>Total materie prima</b>	<b>1.424.740</b>	<b>1.312.025</b>	<b>1.744.834</b>	<b>1.969.971</b>	<b>2.245.707</b>	<b>2.337.837</b>	<b>2.429.966</b>	<b>2.522.096</b>	<b>2.614.226</b>	<b>2.724.679</b>	<b>2.820.473</b>	<b>2.912.603</b>	<b>27.059.158</b>
<b>Materiale</b>	<b>376.689</b>	<b>365.874</b>	<b>578.800</b>	<b>599.197</b>	<b>622.751</b>	<b>649.658</b>	<b>676.566</b>	<b>703.473</b>	<b>730.381</b>	<b>761.134</b>	<b>788.811</b>	<b>815.718</b>	<b>7.669.052</b>
<b>Utilitati</b>	<b>232.622</b>	<b>192.329</b>	<b>197.693</b>	<b>216.384</b>	<b>275.477</b>	<b>287.560</b>	<b>299.643</b>	<b>311.725</b>	<b>323.808</b>	<b>337.428</b>	<b>349.819</b>	<b>361.901</b>	<b>3.386.389</b>
<b>Manopera - personal direct si auxiliar productiv</b>	<b>191.011</b>	<b>205.990</b>	<b>191.327</b>	<b>201.327</b>	<b>251.200</b>	<b>256.000</b>	<b>262.700</b>	<b>259.600</b>	<b>265.200</b>	<b>267.000</b>	<b>267.360</b>	<b>267.360</b>	<b>2.886.075</b>
<b>Chelt. Indirecte sectie</b>	<b>47.000</b>	<b>45.000</b>	<b>45.000</b>	<b>54.000</b>	<b>60.170</b>	<b>62.786</b>	<b>65.402</b>	<b>68.018</b>	<b>70.634</b>	<b>73.607</b>	<b>76.295</b>	<b>78.911</b>	<b>746.823</b>
<b>Cost la poarta fabricii total</b>	<b>2.272.062</b>	<b>2.121.218</b>	<b>2.757.654</b>	<b>3.040.879</b>	<b>3.455.305</b>	<b>3.593.841</b>	<b>3.734.277</b>	<b>3.864.913</b>	<b>4.004.249</b>	<b>4.163.848</b>	<b>4.302.757</b>	<b>4.436.493</b>	<b>41.747.497</b>
Cost unitar la poarta fabricii pe tona de PF	5.848	5.609	5.065	5.059	4.867	4.857	4.850	4.831	4.824	4.814	4.802	4.791	4.941
ost unitar la poarta fabricii pe kg de lapte integral procesat	2.835	2.876	2.733	2.556	2.758	2.750	2.743	2.730	2.724	2.718	2.710	2.702	2.728
<b>Contribution (abs)</b>	<b>685.261</b>	<b>732.777</b>	<b>1.142.243</b>	<b>1.581.267</b>	<b>1.634.394</b>	<b>1.716.841</b>	<b>1.807.888</b>	<b>1.901.735</b>	<b>1.983.382</b>	<b>2.074.267</b>	<b>2.165.042</b>	<b>2.259.289</b>	<b>19.684.385</b>
<b>Contribution (margin)</b>	<b>23,17%</b>	<b>25,68%</b>	<b>29,29%</b>	<b>34,21%</b>	<b>32,11%</b>	<b>32,33%</b>	<b>32,62%</b>	<b>32,98%</b>	<b>33,12%</b>	<b>33,25%</b>	<b>33,47%</b>	<b>33,74%</b>	<b>32,04%</b>
Chelt. Logistica	210.157	206.382	232.889	251.374	310.000	315.000	316.000	323.000	326.000	327.000	327.000	329.000	3.473.802
Chelt. Desfacere	231.583	222.467	231.008	227.228	255.000	258.000	260.000	262.000	263.000	264.000	265.000	268.000	3.007.286
Admin	299.352	300.998	345.666	304.187	304.210	304.210	305.210	306.210	306.210	306.210	305.210	305.210	3.692.883
<b>Discounts&amp; Cond. Com</b>	<b>706.070</b>	<b>762.470</b>	<b>902.054</b>	<b>1.011.258</b>	<b>1.002.633</b>	<b>1.046.830</b>	<b>1.091.025</b>	<b>1.135.223</b>	<b>1.179.419</b>	<b>1.223.616</b>	<b>1.265.381</b>	<b>1.312.009</b>	<b>12.637.989</b>
fixe	163.519	148.371	136.517	148.371	118.700	118.700	118.700	118.700	118.700	118.700	118.700	118.700	1.546.377
variabile	542.552	614.099	765.537	862.887	883.933	928.130	972.325	1.016.523	1.060.719	1.104.916	1.146.681	1.193.309	11.091.612
Chelt marketing	884	946	300	300	1.164	1.164	1.164	1.164	1.164	1.164	1.164	1.164	11.742
<b>Costuri SGA</b>	<b>1.448.046</b>	<b>1.493.263</b>	<b>1.711.917</b>	<b>1.794.347</b>	<b>1.873.007</b>	<b>1.925.204</b>	<b>1.973.399</b>	<b>2.027.597</b>	<b>2.075.793</b>	<b>2.121.990</b>	<b>2.163.755</b>	<b>2.215.383</b>	<b>22.823.702</b>
Cost unitar - SGA pe tona de produs finit	3.727	3.949	3.144	2.985	2.638	2.602	2.563	2.534	2.501	2.453	2.415	2.392	2.701
Cost unitar - SGA pe kg de lapte integral procesat	1.807	2.024	1.697	1.508	1.495	1.473	1.450	1.432	1.412	1.385	1.363	1.349	1.491
<b>Costuri totale</b>	<b>3.720.108</b>	<b>3.614.481</b>	<b>4.469.571</b>	<b>4.835.226</b>	<b>5.328.312</b>	<b>5.519.045</b>	<b>5.707.676</b>	<b>5.892.510</b>	<b>6.080.043</b>	<b>6.285.839</b>	<b>6.466.512</b>	<b>6.651.877</b>	<b>64.571.199</b>
Cost unitar - TOTAL pe tona de produs finit	9.575	9.558	8.210	8.045	7.505	7.458	7.413	7.366	7.325	7.267	7.217	7.183	7.642
Cost unitar - TOTAL pe litru de lapte integral procesat	4.641	4.900	4.430	4.064	4.253	4.222	4.193	4.162	4.136	4.103	4.073	4.051	4.219
<b>Profit</b>	<b>-762.785</b>	<b>-760.486</b>	<b>-569.674</b>	<b>-213.080</b>	<b>-238.613</b>	<b>-208.363</b>	<b>-165.512</b>	<b>-125.862</b>	<b>-92.411</b>	<b>-47.723</b>	<b>1.287</b>	<b>43.906</b>	<b>-3.139.317</b>
<b>Profit margin</b>	<b>-25,79%</b>	<b>-26,65%</b>	<b>-14,61%</b>	<b>-4,61%</b>	<b>-4,69%</b>	<b>-3,92%</b>	<b>-2,99%</b>	<b>-2,18%</b>	<b>-1,54%</b>	<b>-0,77%</b>	<b>0,02%</b>	<b>0,66%</b>	<b>-5,11%</b>