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## Introduction



- Bill French was a Staff Accountant in Duo-Products Group.
- He used to report directly to his boss, Wes Davidson(Controller).
- He wanted to do use Break-even analysis for the planning procedures, which was first of its kind for the Duo-Products Group.
- Basically what French had done was to determine the level at which the company must operate in order to break even.
- As he put it,
  1. The company must be able at least to sell a sufficient volume of goods so that it will cover all the variable costs of producing and selling the goods.
  2. Further, it will not make a profit unless it covers the fixed costs as well.
  3. The level of operation at which total costs are just covered is the break-even volume.
  4. This should be the lower limit in the planning.

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