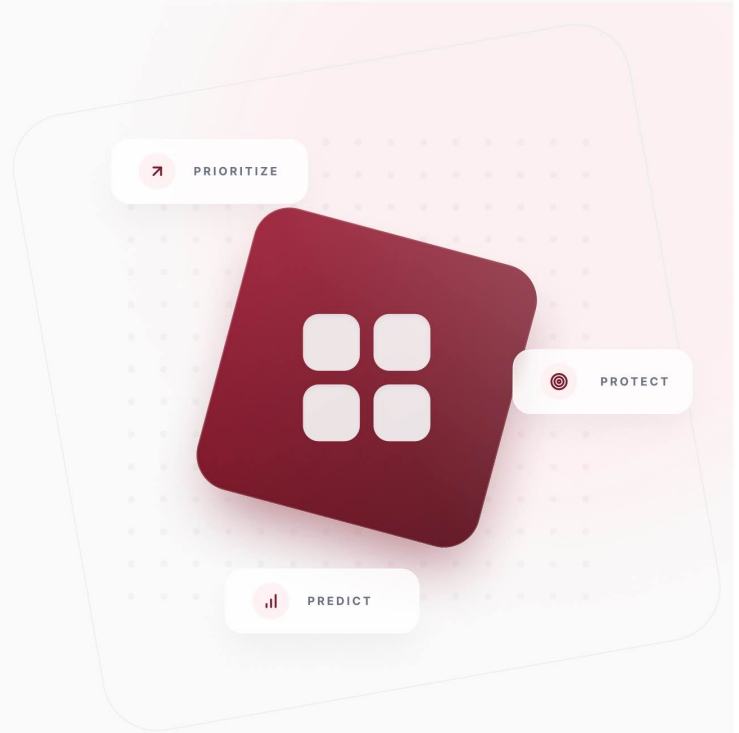


# Mix, Volume, Price Analysis

## DETAILED OVERVIEW

In an ideal world, every product would grow in volume, revenue, and profit simultaneously. In reality, these metrics often move in opposition. Under our **Revenue Growth Management** pillar, **Ahatis** provides the **MVP (Mission, Volume, Profit)** framework to help executive teams make intentional trade-offs. We move beyond "growth at all costs" to a disciplined model that predicts the consequences of your strategic choices.



## OUR MVP & CLIFF ANALYSIS

**01**

### The Priority Dual-Focus

We help you define your current mission: Are you playing for Market Share (Volume + Revenue), Self-Funding Growth (Volume + Profit), or Margin Extraction (Revenue + Profit)? We align your tactics to ensure you aren't sending conflicting signals to the market.

**02**

### Elasticity "Cliff" Identification

We identify the exact price or volume thresholds where a slight change leads to a disproportionate negative impact—such as the price point where volume drops so sharply that total revenue declines (the Revenue Cliff), or the volume level where fixed costs can no longer be covered (the Margin Cliff).

**03**

### Cross-Metric Impact Modeling

We use advanced simulations to show how a push for 10% more volume might erode 15% of your profit through increased trade spend or logistics complexity, allowing you to stop "expensive growth" before it happens.

**04**

### Scenario Stress Testing

We stress-test your commercial plans against external shocks—like competitor price cuts or raw material spikes—to ensure your chosen MVP strategy remains resilient under pressure.

THE AHATIS ADVANTAGE

## Strategy is as much about what you don't do as what you do.

By mapping your MVP priorities and identifying your operational cliffs, we provide the "navigation system" that prevents your brand from falling into a value-destruction trap during aggressive growth phases.