

decision regarding the purchase of the robotic painting booth.

Contribution Margin Ratio

The first step in the analysis is to calculate the contribution margin under each possible scenario. Contribution margin is important because it shows management how much revenue is left over after variable costs have been deducted. This allows managers to see how large of an impact variable costs will make when the robotic painting booth is implemented. When calculated as a ratio, the company can easily apply this analysis over an infinite number of revenue predictions. The contribution margin calculations for Custom Coatings are as follows:

Current approach: $\$800,000 \div 2,000,000 = 40\%$

Automated approach: $\$1,600,000 \div 2,000,000 = 80\%$

The contribution ratio is much more significant on the automated approach. This means as sales increase, the variable cost of producing each new product is higher with robotic painting booth. At first glance this may seem like a disadvantage, but it is also necessary to factor in the

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