

Actual Total Cost

Whether buying or selling, **price** is only a part of the **actual total cost**.

Costs of **quality** including maintenance, disposal, CSR (corporate social responsibility) and environmental factors, and costs of the **transaction** including buying resources, effort, time, payment terms, and renegotiations (all largely dictated by the seller's relationship capabilities) must be considered when assessing or comparing **actual total costs** of propositions, products or services.

