

CLIENT 1

Full price-book review — every department, priced from your distributor files and the Douglas catalog

Client 1 — convenience + fuel

Sales window: **Sep 21 – Oct 20, 2026 (30 days)**

Price book pulled in full from the back office and verified item-by-item. Costs come from the distributor files on record — Douglas Companies, Coca-Cola invoices, the Pepsi ATA price list, and a photographed beer invoice — combined into one library, **plus the Douglas Companies catalog (Power Net), checked item-by-item on October 21, 2026** for the departments the files could not price.

- **128 prices below target on items that SOLD** — worth **\$533.73** per month at this pace
- **396 more below-target prices on items that did not sell** in the window — **\$519.40** of margin sitting in the book, per unit across the basket.
- **The Douglas catalog pass is in:** 103 items in the departments the files could not price — tobacco, grocery, health & beauty, automotive, general merchandise, snacks — now carry a verified Douglas catalog cost, priced in their sections below. Douglas does not carry 47 of the items checked (counts are shown for those, never a guessed price), and 413 sold items in those departments sit beyond the top-seller lists with no verified cost yet.

HOW TO READ THIS REPORT

Each priced table uses the same columns: **Item | Cost | Current Store Price | Current Store Profit Margin | StationSync Price | Savings**. The StationSync Price is your cost at the target margin for that department, rounded **up** to the second price rung ending in 9 (example: a \$1.51 cost at a 50% target is \$3.02, priced at **\$3.19**). Only raises are shown — a price already at or above target is never lowered. Savings on sold items use the real units sold in the window. Costs are labeled by source under each table. Douglas catalog prices are per pack or case, so every Douglas cost in this report is the catalog pack price divided by the pack quantity — the per-unit cost of the exact item and pack size the store sells. Targets: soda singles 50% · soda packs & 2-liters 32% · candy, snacks, grocery, health & beauty, automotive and general merchandise 50% · tobacco (no



cigarettes) 20% · beer 30% singles / 25% 6–12 packs / 20% 18–24 packs / 12% 30-packs · wine at the house rule, cost ÷ 0.70 (30%). Cigarettes are never repriced.

WHAT WE FOUND

- The item-by-item sales pull ties to the store's own department totals: \$82,849.80 counted line-by-line vs \$82,853.37 on the department grid — a \$3.57 difference on 30 days of sales.
- Tobacco is priced now. It sold \$13,045.44 in 30 days; the Douglas catalog prices 49 of its sellers (the top sellers by units were checked first), worth **\$209.96 a month** in tobacco raises alone. Douglas does not carry 3 of the tobacco items checked.
- Health & beauty and automotive are priced now too — \$53.80 and \$21.30 a month in raises from catalog costs — and grocery adds \$28.97.
- The price book holds 18,453 items. 684 UPCs are priced two different ways in different rows — the lower price was used for savings. 124 rows are priced at \$0.00 and 15 rows carry no UPC.

SODA & DRINKS — TARGET: 50% SINGLES; 32% PACKS & 2-LITERS

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Mdew 20 Oz	\$1.66	\$2.99	44.5%	\$3.49	\$17.00 ×34 sold
Crush Peach 20 Oz	\$1.66	\$2.69	38.3%	\$3.49	\$10.40 ×13 sold
Dr Pepper 20 Oz	\$1.51	\$3.09	51.1%	\$3.19	\$9.80 ×98 sold
Red Bull 12 Oz Original	\$2.29	\$4.49	49.0%	\$4.69	\$8.60 ×43 sold
Pepsi Wild Chrr 20 Oz	\$1.66	\$2.99	44.5%	\$3.49	\$6.50 ×13 sold
Red Bull Summer 12Oz	\$2.29	\$4.49	49.0%	\$4.69	\$5.40 ×27 sold
Propel Strw Kiwi 20Oz	\$1.60	\$2.89	44.6%	\$3.39	\$5.00 ×10 sold
Alani Nu Peach	\$1.65	\$3.29	49.8%	\$3.49	\$4.00 ×20 sold
Crush Grape 20 Oz	\$1.66	\$2.69	38.3%	\$3.49	\$4.00 ×5 sold
Crush Orange 20Oz	\$1.66	\$2.69	38.3%	\$3.49	\$4.00 ×5 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Sprite 12Pk	\$8.49	\$8.89	4.5%	\$12.59	\$3.70 ×1 sold
Gat Frt Pnch 20 OZ	\$1.61	\$2.99	46.2%	\$3.39	\$3.60 ×9 sold
Pure Leaf Extra Sweet Tea	\$1.69	\$2.99	43.5%	\$3.49	\$3.50 ×7 sold
Coke 12Oz 12Pk	\$8.49	\$10.99	22.7%	\$12.59	\$3.20 ×2 sold
Pepsi 12Pk	\$8.78	\$9.99	12.1%	\$13.09	\$3.10 ×1 sold
Gatorade 20 Oz Lemon	\$1.61	\$2.99	46.2%	\$3.39	\$2.40 ×6 sold
Gatorade 20 Oz Glaciar	\$1.61	\$2.99	46.2%	\$3.39	\$2.40 ×6 sold
Redbull The Sum 12 Oz	\$2.29	\$3.89	41.1%	\$4.69	\$2.40 ×3 sold
Dr Pepper Zero Sugar 20Oz	\$1.51	\$3.09	51.1%	\$3.19	\$2.10 ×21 sold
Alani Energy Watermelon Wave	\$1.65	\$3.29	49.8%	\$3.49	\$2.00 ×10 sold
Dole Apple	\$1.80	\$3.29	45.3%	\$3.79	\$2.00 ×4 sold
Red Bull Winter Ice 12 Oz	\$2.29	\$4.49	49.0%	\$4.69	\$1.80 ×9 sold
Dr Peper Crm 20 Oz	\$1.51	\$3.09	51.1%	\$3.19	\$1.60 ×16 sold
Alani Nu Strwbsun	\$1.65	\$3.29	49.8%	\$3.49	\$1.60 ×8 sold
Propel Grape 20 Oz	\$1.60	\$2.89	44.6%	\$3.39	\$1.50 ×3 sold
Pure Leaf Sweet Tea	\$1.69	\$2.99	43.5%	\$3.49	\$1.50 ×3 sold
Alani Energy Pink Slush	\$1.65	\$3.29	49.8%	\$3.49	\$1.40 ×7 sold
Alani Nu Energy Mimosa 12O Can	\$1.65	\$3.29	49.8%	\$3.49	\$1.00 ×5 sold
Propel Berry 20 Oz	\$1.60	\$2.89	44.6%	\$3.39	\$1.00 ×2 sold
Celsius Peach Vibe 12Oz	\$1.54	\$3.09	50.2%	\$3.19	\$0.80 ×8 sold
Cherry Coke 20Oz	\$1.51	\$3.09	51.1%	\$3.19	\$0.80 ×8 sold
Alani Energy Cotton Candy	\$1.65	\$3.29	49.8%	\$3.49	\$0.80 ×4 sold
Alani Nu Bslush	\$1.65	\$3.29	49.8%	\$3.49	\$0.80 ×4 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Gatorade 28Oz Orange	\$2.16	\$3.79	43.0%	\$4.49	\$0.70 ×1 sold
Gat Icy Chrg 28 Oz	\$2.16	\$3.79	43.0%	\$4.49	\$0.70 ×1 sold
Gatorade Glacier Cherry 28Oz	\$2.16	\$3.79	43.0%	\$4.49	\$0.70 ×1 sold
Alani Nu Cosmic Stardust	\$1.65	\$3.29	49.8%	\$3.49	\$0.60 ×3 sold
Alani Nu Hawaiian Shaved Ice	\$1.65	\$3.29	49.8%	\$3.49	\$0.40 ×2 sold
Celsius Wild Berry 12 Oz	\$1.54	\$3.09	50.2%	\$3.19	\$0.10 ×1 sold
Diet Dr Pepper 20 Oz	\$1.51	\$3.09	51.1%	\$3.19	\$0.10 ×1 sold

Section total: \$123.00 per month at the window's pace — 40 items that sold below target.

Cost sources: Pepsi ATA price list, Oct 2026 · Pepsi ATA list: 20oz CSD · Coca-Cola invoice #54725944044 (2026-10-15) · lookup (provisional) · Pepsi ATA list: Propel 20oz · Pepsi ATA list: Alani 12oz · Pepsi ATA list: Gatorade 20oz · Coca-Cola invoice #53770453028 (2026-08-13) · Pepsi ATA list: Pure Leaf 18.5oz · Pepsi ATA list: Celsius 12oz · Coca-Cola invoice #54349963008 (2026-09-21) · Pepsi ATA list: Gatorade 28oz

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Crush Org 12Pk	\$8.78	\$1.99	—	\$13.09	\$11.10 /unit
Coca Cola Class	\$8.49	\$6.19	—	\$17.09	\$10.90 /unit
12Pk Mtn Dew Vo	\$8.78	\$8.49	—	\$13.09	\$4.60 /unit
-Mntn Dew 12Pk Can	\$8.78	\$8.89	—	\$13.09	\$4.20 /unit
-Pepsi 12Pk Can	\$8.78	\$8.89	—	\$13.09	\$4.20 /unit
Crush Org 12Pk	\$8.78	\$8.89	—	\$13.09	\$4.20 /unit
12Pk Dcoke	\$8.49	\$8.89	—	\$12.59	\$3.70 /unit
Coke Cherry 12P	\$8.49	\$8.89	—	\$12.59	\$3.70 /unit
Coke Cherry 12P	\$8.49	\$8.89	—	\$12.59	\$3.70 /unit
Sprite 12Pk	\$8.49	\$8.89	—	\$12.59	\$3.70 /unit



ITEM	COST	STORE PRICE	MARGIN	STATIONSY NC PRICE	SAVINGS
Coke Diet 12Pk Can	\$8.49	\$8.89	—	\$12.59	\$3.70 /unit
12Pk Mountaindw	\$8.78	\$9.99	—	\$13.09	\$3.10 /unit
Pepsi 12Pk	\$8.78	\$9.99	—	\$13.09	\$3.10 /unit
Crush Peach 2Lt	\$3.00	\$3.29	—	\$6.19	\$2.90 /unit
Mtn Dew Ice 2Lt	\$3.00	\$3.29	—	\$6.19	\$2.90 /unit
Crush Orange 2Lt	\$3.00	\$3.69	—	\$6.19	\$2.50 /unit
Mountain Dew 2Lt	\$3.00	\$3.69	—	\$6.19	\$2.50 /unit
Pepsi 2Lt	\$3.00	\$3.69	—	\$6.19	\$2.50 /unit
Frap Coffee	\$2.62	\$2.99	—	\$5.39	\$2.40 /unit
28 Oz Gatorade	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
G Series Gatorade Glcr Cherry 28Oz	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
Gatorade 28Oz Blue Cherry	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
Gatorade 28Oz F	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
Gatorade 28Oz M	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
Gatorade Strawberry 28 Oz	\$2.16	\$2.39	—	\$4.49	\$2.10 /unit
Mt Dew 2 Liter	\$3.00	\$2.59	—	\$4.59	\$2.00 /unit
Core Power Protein Vanilla Elite 42G	\$3.89	\$5.99	—	\$7.89	\$1.90 /unit
Muscle Milk Pro	\$2.81	\$3.99	—	\$5.79	\$1.80 /unit
Muscle Milk Pro	\$2.81	\$3.99	—	\$5.79	\$1.80 /unit
Coke 12Oz 12Pk	\$8.49	\$10.99	—	\$12.59	\$1.60 /unit
Pepsi 20 Oz Che	\$1.66	\$1.89	—	\$3.49	\$1.60 /unit
1Ltr Dt Mtn Dew	\$2.05	\$2.79	—	\$4.29	\$1.50 /unit
Coke Vanilla- 20 Oz. Bottle	\$1.51	\$1.69	—	\$3.19	\$1.50 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Crush Grape	\$1.66	\$1.99	—	\$3.49	\$1.50 /unit
Crush Grape 20 Oz	\$1.66	\$1.99	—	\$3.49	\$1.50 /unit
Diet Dr. Pepper- 20 Oz. Bottle	\$1.51	\$1.69	—	\$3.19	\$1.50 /unit
Dr. Pepper- 20 Oz. Bottle	\$1.51	\$1.69	—	\$3.19	\$1.50 /unit
Gatorade 28Oz G	\$2.16	\$2.99	—	\$4.49	\$1.50 /unit
Gatorade Cool Blu Rasp 24 Oz	\$1.87	\$2.39	—	\$3.89	\$1.50 /unit
Gatorade Fierce Grp Edge 24 Oz	\$1.87	\$2.39	—	\$3.89	\$1.50 /unit

Section total: \$252.99 per unit across 201 items. The 40 largest are shown; the rest are in the workpapers.

Cost sources: Pepsi ATA list: 12-pack cans · Coca-Cola invoice #54725944044 (2026-10-15) · Pepsi ATA price list, Oct 2026 · Coca-Cola invoice #54349963008 (2026-09-21) · Pepsi ATA list: 2-liter · Pepsi ATA list: Gatorade 28oz · Coca-Cola invoice #53770453028 (2026-08-13) · Pepsi ATA list: Muscle Milk Pro 14oz · Pepsi ATA list: 20oz CSD · Pepsi ATA list: 1-liter · Pepsi ATA list: Gatorade 24oz · Coca-Cola invoice #54147894015 (2026-09-07) · Pepsi ATA list: Muscle Milk 14oz · Pepsi ATA list: 16oz can · Pepsi ATA list: Poppi 12oz · Douglas Item Master #2711430 · Pepsi ATA list: Gatorade 20oz · Pepsi ATA list: Naked 15.2oz · Pepsi ATA list: Pure Leaf 18.5oz · Pepsi ATA list: Bubly 16oz · Pepsi ATA list: Ocean Spray/Dole 15.2oz · Pepsi ATA list: 1.25L · Pepsi ATA list: Propel 20oz · Pepsi ATA list: Alani 12oz · lookup (provisional) · Pepsi ATA list: Celsius 12oz

Checked: **355 items sold, 3467 units, \$8,624.52** in the window. **306** more sold items still have no verified cost from any source.

BEER — TARGET: 30% SINGLES; 25% 6/9/12-PACKS; 20% 18-24 PACKS; 12% 30-PACKS

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Corona Extra 12/12Oz Btl	\$16.00	\$18.29	12.5%	\$21.49	\$12.80 ×4 sold
Lite 25Oz Can	\$2.17	\$2.99	27.4%	\$3.29	\$9.60 ×32 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Modelo Especial 12/12 Btl	\$16.00	\$19.99	20.0%	\$21.49	\$4.50 ×3 sold
Cayman Jack Marg 6/11.2	\$8.25	\$10.99	24.9%	\$11.89	\$1.80 ×2 sold
Corona Extra 4/6/12 Oz Btl	\$8.25	\$10.99	24.9%	\$11.19	\$1.00 ×5 sold
White Claw #3 Var Can 12/12Oz	\$16.00	\$20.99	23.8%	\$21.49	\$1.00 ×2 sold
Modelo Chelada Limon 12/24 Cn	\$2.87	\$3.99	28.1%	\$4.29	\$0.30 ×1 sold

Section total: \$31.00 per month at the window's pace — 7 items that sold below target.

Cost sources: Beer invoice #16616221 (2026-10-19)

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Dos Equis Lager Especial 12/12O Btl	\$16.00	\$14.99	—	\$22.99	\$8.00 /unit
Dos Xx Lager 12/12 Btl	\$16.00	\$14.99	—	\$21.49	\$6.50 /unit
Twisted Party Pack 12 Oz Can	\$16.00	\$19.49	—	\$22.99	\$3.50 /unit
Corona Extra 12/12Oz Btl	\$16.00	\$18.29	—	\$21.49	\$3.20 /unit
Modelo Especial 12/12 Btl	\$16.00	\$19.99	—	\$21.49	\$1.50 /unit
Lite 25Oz Can	\$2.17	\$2.99	—	\$3.29	\$0.30 /unit
Modelo Chelada Limon 12/24 Cn	\$2.87	\$3.99	—	\$4.29	\$0.30 /unit
Corona Extra 4/6/12 Oz Btl	\$8.25	\$10.99	—	\$11.19	\$0.20 /unit

Section total: \$23.50 per unit across 8 items.

Cost sources: Beer invoice #16616221 (2026-10-19)

Checked: **117 items sold, 1455 units, \$7,540.57** in the window. **110** more sold items still have no verified cost from any source.



CANDY & GUM — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Butterfinger King Size 3.	\$1.75	\$2.99	41.5%	\$3.69	\$9.80 ×14 sold
M&M Mini Megatube	\$1.97	\$2.99	34.1%	\$4.09	\$5.50 ×5 sold
Kit Kat Choc Ks	\$2.13	\$3.79	43.8%	\$4.39	\$5.40 ×9 sold
Reeses Fast Bre	\$2.13	\$3.79	43.8%	\$4.39	\$3.60 ×6 sold
Skittles Sour Ts King Siz	\$1.82	\$2.99	39.1%	\$3.79	\$3.20 ×4 sold
Hershey Cookie Crm	\$2.13	\$3.79	43.8%	\$4.39	\$3.00 ×5 sold
Hshy Plain Ks	\$2.13	\$3.79	43.8%	\$4.39	\$3.00 ×5 sold
Mars M&M Plain Ts Ks	\$1.97	\$3.79	48.0%	\$4.09	\$2.40 ×8 sold
Payday Ks	\$2.13	\$3.79	43.8%	\$4.39	\$2.40 ×4 sold
Skittles Ks	\$1.82	\$2.99	39.1%	\$3.79	\$2.40 ×3 sold
Snickers Pb Squ	\$1.97	\$2.99	34.1%	\$4.09	\$2.20 ×2 sold
Snickers 2Togo King	\$1.97	\$3.79	48.0%	\$4.09	\$1.80 ×6 sold
Sour Punch Straws Rainbow	\$0.86	\$1.59	45.9%	\$1.89	\$1.80 ×6 sold
Mars Twix Caramel 4Togo K	\$1.97	\$3.79	48.0%	\$4.09	\$1.80 ×6 sold
M M Peanut Ks	\$1.97	\$3.79	48.0%	\$4.09	\$1.80 ×6 sold
Reeses Pb Cup Ks	\$2.13	\$3.79	43.8%	\$4.39	\$1.80 ×3 sold
Reesesticks Ks	\$2.13	\$3.79	43.8%	\$4.39	\$1.80 ×3 sold
Reeses Pbc Oreo Ks	\$2.13	\$3.79	43.8%	\$4.39	\$1.80 ×3 sold
Hershey Payday	\$1.21	\$2.29	47.2%	\$2.59	\$0.90 ×3 sold
Kit Kat Choc Ba	\$1.21	\$2.49	51.4%	\$2.59	\$0.80 ×8 sold
Sweetarts Chewy	\$1.04	\$1.99	47.7%	\$2.19	\$0.60 ×3 sold
Snickers Pecan Shsz	\$1.97	\$3.79	48.0%	\$4.09	\$0.60 ×2 sold
Mars 3 Musketeer 2Togo Ki	\$1.97	\$3.79	48.0%	\$4.09	\$0.60 ×2 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Almond Joy Ks	\$2.13	\$3.79	43.8%	\$4.39	\$0.60 ×1 sold
Reeses Big Cup Caramel Ks	\$2.13	\$3.79	43.8%	\$4.39	\$0.60 ×1 sold
Reeses Wht Choc	\$2.13	\$3.79	43.8%	\$4.39	\$0.60 ×1 sold
Chick-O-Stick	\$1.10	\$1.89	41.8%	\$2.39	\$0.50 ×1 sold
Kinder Bueno Stand T2	\$1.20	\$2.09	42.6%	\$2.59	\$0.50 ×1 sold
Milky Way Ks	\$1.97	\$3.79	48.0%	\$4.09	\$0.30 ×1 sold
Mentos Gm Pure Spearmint	\$3.48	\$6.79	48.7%	\$7.09	\$0.30 ×1 sold
Hershey Mlk Chc	\$2.51	\$4.99	49.7%	\$5.19	\$0.20 ×1 sold

Section total: \$62.60 per month at the window's pace — 31 items that sold below target.

Cost sources: Douglas printed each-cost list 2026-09-30 · Douglas Item Master #2711430
Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Wrig Extra Rfrsh Polar Ice Btl	\$3.50	\$3.49	—	\$7.19	\$3.70 /unit
Almond Joy King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Carmelle King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Hershey King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Hersheys W/ Almonds	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Hrshy Reese Pbc Minis	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Hrshy Mounds King	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Kit Kat Big Kat	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Kit Kat Big Kat King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Kit Kat King Si	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Kitkat Bigkat	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Payday King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reese Nutrageous King Siz	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reese Pb Cups M	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reese Sticks Sharing Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reese White Cup King 5	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reeses 4 Peanut Butter Cups	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reeses Big Cup King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reeses Fast Break King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Reeses Peanut Butter Cup King Size	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
Whatchamacallit	\$2.13	\$1.89	—	\$4.39	\$2.50 /unit
#Nerds Gummy Clusters Ver	\$4.57	\$6.99	—	\$9.29	\$2.30 /unit
-Twix Kng Size	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
3 Musketeer King Size	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
M M Peanut King Size	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
M M Plain King Size	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
Milkway Midnight	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
Milky Way King Size	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
Mm Mini Tube	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
Snickers King Size Bar	\$1.97	\$1.89	—	\$4.09	\$2.20 /unit
Skittles King Size	\$1.82	\$1.89	—	\$3.79	\$1.90 /unit
Skittles Share Size Green Apple	\$1.82	\$1.89	—	\$3.79	\$1.90 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Duo Ice Breakers Raspberry	\$2.23	\$2.79	—	\$4.59	\$1.80 /unit
Wrigleys 5 Rain	\$1.55	\$1.59	—	\$3.29	\$1.70 /unit
Wrigley Cobalt 5-Cobalt	\$1.55	\$1.69	—	\$3.29	\$1.60 /unit
Bottle P	\$1.61	\$1.89	—	\$3.39	\$1.50 /unit
Ls Bag Wntgrn 88504 Ss	\$2.11	\$2.89	—	\$4.39	\$1.50 /unit
5 Wrigleys 15 Pieces	\$1.55	\$1.89	—	\$3.29	\$1.40 /unit
Hershey Mounds King Size	\$2.13	\$2.99	—	\$4.39	\$1.40 /unit
-Mounds Dark Chocolate Reg Size	\$1.21	\$1.29	—	\$2.59	\$1.30 /unit

Section total: \$133.40 per unit across 111 items. The 40 largest are shown; the rest are in the workpapers.

Cost sources: Douglas printed each-cost list 2026-09-30 · Douglas Item Master #2711430 · Douglas invoice #2711430 (10/16/2026) · Douglas Companies catalog (Power Net), verified 2026-10-21

Checked: **191 items sold, 903 units, \$1,783.52** in the window. **143** more sold items still have no verified cost from any source.

SNACKS — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Hostess Iced Honey Buns	\$1.44	\$2.79	48.4%	\$2.99	\$2.00 ×10 sold
Nutter Butter K	\$1.56	\$2.69	42.0%	\$3.29	\$0.60 ×1 sold
Hostess Glz Honey Bun	\$1.44	\$2.79	48.4%	\$2.99	\$0.20 ×1 sold

Section total: \$2.80 per month at the window's pace — 3 items that sold below target.

Cost sources: Douglas printed each-cost list 2026-09-30

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
David Jumbo Buf/Rnch S/Sd	\$1.67	\$1.49	—	\$3.49	\$2.00 /unit
P Sausage	\$1.22	\$1.49	—	\$2.59	\$1.10 /unit
Nutter Butter K	\$1.56	\$2.69	—	\$3.29	\$0.60 /unit
Van Holten Hot Spicy	\$0.78	\$1.49	—	\$1.69	\$0.20 /unit

Section total: \$3.90 per unit across 4 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21 · Douglas printed each-cost list 2026-09-30

Checked: **134 items sold, 1241 units, \$1,902.18** in the window. **1** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); **130** more sold items still have no verified cost from any source.

TOBACCO (no cigarettes) — TARGET: 20%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Pom Pom Slow Glow	\$1.18	\$1.40	15.7%	\$1.59	\$58.33 ×307 sold
Pom Pom Red	\$1.18	\$1.40	15.7%	\$1.59	\$38.57 ×203 sold
Copenhagen Lc Straight	\$8.38	\$9.49	11.7%	\$10.59	\$23.10 ×21 sold
Zigzag Rillo 4 Straight Up	\$1.29	\$1.49	13.4%	\$1.79	\$20.70 ×69 sold
Cougar Lc Straight	\$5.30	\$6.09	13.0%	\$6.79	\$18.90 ×27 sold
Sw Russian Cr	\$1.12	\$1.39	19.4%	\$1.59	\$12.20 ×61 sold
Sw Dubai Choc	\$1.12	\$1.39	19.4%	\$1.59	\$11.20 ×56 sold
Slwd Cotton Candy Sngl	\$1.12	\$1.39	19.4%	\$1.59	\$9.20 ×46 sold
Sw Natural Sngl	\$1.12	\$1.39	19.4%	\$1.59	\$5.40 ×27 sold
Pom Pom Cgrlo Islander	\$1.18	\$1.40	15.7%	\$1.59	\$4.18 ×22 sold
Grizzly Lc Wintergreen	\$8.27	\$9.89	16.4%	\$10.49	\$3.60 ×6 sold
Pom Pom White Grape	\$1.18	\$1.40	15.7%	\$1.59	\$2.28 ×12 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Cougar Lc Wintergreen	\$5.30	\$6.09	13.0%	\$6.79	\$1.40 ×2 sold
Zyn Citrus 6Mg	\$4.36	\$5.49	20.6%	\$5.59	\$0.60 ×6 sold
Zyn Wintergreen 6Mg	\$4.36	\$5.49	20.6%	\$5.59	\$0.30 ×3 sold

Section total: \$209.96 per month at the window's pace — 15 items that sold below target.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Copenhagen Lc Original	\$9.59	\$7.99	—	\$12.09	\$4.10 /unit
-Black Mild Mild 5 Pk.	\$7.27	\$5.99	—	\$9.19	\$3.20 /unit
-Black Mild Reg 5Pk.	\$7.27	\$5.99	—	\$9.19	\$3.20 /unit
-Grizzly Lc- Wintergreen	\$8.27	\$7.46	—	\$10.49	\$3.03 /unit
Copenhagen Fc Original	\$9.59	\$9.29	—	\$12.09	\$2.80 /unit
-Copenhagen Fine Cut	\$9.59	\$9.41	—	\$12.09	\$2.68 /unit
-Copenhagen Long Cut	\$9.59	\$9.41	—	\$12.09	\$2.68 /unit
Swisher Blk Save On 2 Smt	\$1.92	\$1.25	—	\$2.59	\$1.34 /unit
-Copenhagen Lcs	\$8.38	\$9.41	—	\$10.59	\$1.18 /unit
Copenhagen Lc Straight	\$8.38	\$9.49	—	\$10.59	\$1.10 /unit
Longhorn Fc Natural	\$4.09	\$4.29	—	\$5.29	\$1.00 /unit
Cigrelo	\$2.11	\$1.99	—	\$2.79	\$0.80 /unit
-Blk Mld Wood Tip	\$1.55	\$1.39	—	\$2.09	\$0.70 /unit
-Blkmld Wine Wd Tip Uprt	\$1.55	\$1.39	—	\$2.09	\$0.70 /unit
Cougar Lc Straight	\$5.30	\$6.09	—	\$6.79	\$0.70 /unit
Cougar Lc Wintergreen	\$5.30	\$6.09	—	\$6.79	\$0.70 /unit
Cougar Natural Snuff	\$5.30	\$6.09	—	\$6.79	\$0.70 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
-Black Mild Up Rt- Single	\$1.45	\$1.39	—	\$1.99	\$0.60 /unit
-Black Mild Wine Single	\$1.45	\$1.39	—	\$1.99	\$0.60 /unit
Grizzly Lc Wintergreen	\$8.27	\$9.89	—	\$10.49	\$0.60 /unit
Black&Mild Ft Sweets .69C	\$0.72	\$0.69	—	\$1.09	\$0.40 /unit
Pom Pom Cgrlo Islander	\$1.18	\$1.40	—	\$1.59	\$0.19 /unit
Pom Pom Slow Glow	\$1.18	\$1.40	—	\$1.59	\$0.19 /unit
Pom Pom White Grape	\$1.18	\$1.40	—	\$1.59	\$0.19 /unit
4Ks Cigar French Vanilla	\$1.12	\$1.49	—	\$1.59	\$0.10 /unit
Zyn Spearmint 3Mg	\$4.36	\$5.49	—	\$5.59	\$0.10 /unit
Zyn Spearmint 6Mg	\$4.36	\$5.49	—	\$5.59	\$0.10 /unit

Section total: \$33.68 per unit across 27 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Checked: **286 items sold, 4044 units, \$13,045.44** in the window. **49** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **3** of these, so no cost is shown for them; **237** more sold items still have no verified cost from any source.

GROCERY — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Armer Vienna	\$0.91	\$1.55	41.3%	\$1.99	\$7.48 ×17 sold
Star Lt Tuna/Watr Lunch K	\$2.01	\$3.49	42.4%	\$4.19	\$5.60 ×8 sold
Hiland Chocolate Milk Pint	\$1.15	\$1.85	37.8%	\$2.49	\$3.84 ×6 sold
Hiland Milk	\$1.11	\$1.79	38.0%	\$2.39	\$3.60 ×6 sold
Armour Vienna S	\$1.43	\$2.59	44.8%	\$2.99	\$1.60 ×4 sold
Armour Vienna B	\$1.43	\$2.49	42.6%	\$2.99	\$1.50 ×3 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Chef Boy Beefar	\$2.50	\$3.99	37.3%	\$5.19	\$1.20 ×1 sold
Bch Clf Sardine Oil 3.75	\$1.41	\$2.49	43.4%	\$2.99	\$1.00 ×2 sold
Dinty Moore Microwv Bf St	\$2.59	\$4.49	42.3%	\$5.29	\$0.80 ×1 sold
Bc Sugar 2 Lb	\$1.99	\$3.34	40.4%	\$4.09	\$0.75 ×1 sold
Chef Spaghetti N Meatball	\$2.50	\$4.89	48.9%	\$5.19	\$0.60 ×2 sold
Van Holten Sour Sis Pickl	\$0.93	\$1.89	50.8%	\$1.99	\$0.40 ×4 sold
Al Sav Saltine Cracker 16	\$1.36	\$2.49	45.4%	\$2.89	\$0.40 ×1 sold
Kel Ptart Frst	\$0.82	\$1.59	48.4%	\$1.79	\$0.20 ×1 sold

Section total: \$28.97 per month at the window's pace — 14 items that sold below target.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Armour Vienna S	\$1.43	\$1.59	—	\$2.99	\$1.40 /unit
Armour Vienna Bbq 4.6Oz	\$1.43	\$1.69	—	\$2.99	\$1.30 /unit
Chef Boy Beefar	\$2.50	\$3.99	—	\$5.19	\$1.20 /unit
Blue Bunny Cookie & Cream	\$1.97	\$2.99	—	\$4.09	\$1.10 /unit
Hilandchocmilk	\$1.15	\$1.49	—	\$2.49	\$1.00 /unit
Dinty Moore Microwv Bf St	\$2.59	\$4.49	—	\$5.29	\$0.80 /unit
Bc Sugar 2 Lb	\$1.99	\$3.34	—	\$4.09	\$0.75 /unit
Pop Tarts Brn. Sugar Cinnamon	\$0.82	\$1.09	—	\$1.79	\$0.70 /unit
Pop Tarts- Blueberry	\$0.82	\$1.09	—	\$1.79	\$0.70 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Star Lt Tuna/Watr Lunch K	\$2.01	\$3.49	—	\$4.19	\$0.70 /unit
Hiland Chocolate Milk Pint	\$1.15	\$1.85	—	\$2.49	\$0.64 /unit
Hiland Milk	\$1.11	\$1.79	—	\$2.39	\$0.60 /unit
Armour Vienna B	\$1.43	\$2.49	—	\$2.99	\$0.50 /unit
Bch Clf Sardine Oil 3.75	\$1.41	\$2.49	—	\$2.99	\$0.50 /unit
Van Holtens Sour Sis	\$0.93	\$1.49	—	\$1.99	\$0.50 /unit
Armer Vienna	\$0.91	\$1.55	—	\$1.99	\$0.44 /unit
Al Sav Saltine Cracker 16	\$1.36	\$2.49	—	\$2.89	\$0.40 /unit
Chef Spaghetti N Meatball	\$2.50	\$4.89	—	\$5.19	\$0.30 /unit
Dill Pickle Hearty Flavor	\$0.78	\$1.39	—	\$1.69	\$0.30 /unit
Kel Ptart Frst	\$0.82	\$1.59	—	\$1.79	\$0.20 /unit
Van Holten Sour Sis Pickl	\$0.93	\$1.89	—	\$1.99	\$0.10 /unit

Section total: \$14.13 per unit across 21 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21 · Douglas printed each-cost list 2026-09-30

Checked: **28 items sold, 95 units, \$205.21** in the window. **23** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **5** of these, so no cost is shown for them; **5** more sold items still have no verified cost from any source.

HEALTH & BEAUTY — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Tweaker Berry Shot	\$0.56	\$0.99	43.4%	\$1.29	\$23.10 ×77 sold
Tweaker Energy Watermelon	\$0.56	\$0.99	43.4%	\$1.29	\$7.20 ×24 sold
Tweaker Grape Shot	\$0.56	\$0.99	43.4%	\$1.29	\$6.90 ×23 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Tweaker Energy Shot Freed	\$0.56	\$0.99	43.4%	\$1.29	\$4.80 ×16 sold
5 Hr Energy Tropical Burst	\$2.05	\$3.49	41.3%	\$4.29	\$3.20 ×4 sold
5 Hr Energy Watermelon	\$2.05	\$3.49	41.3%	\$4.29	\$2.40 ×3 sold
5 Hr Energy Blue Raspberry	\$2.05	\$3.49	41.3%	\$4.29	\$2.40 ×3 sold
Tweaker Shot Pomegranate	\$0.56	\$0.99	43.4%	\$1.29	\$1.20 ×4 sold
Trojan Magnum	\$2.71	\$4.99	45.7%	\$5.59	\$1.20 ×2 sold
5 Hr Energy Berry	\$2.05	\$3.49	41.3%	\$4.29	\$0.80 ×1 sold
Trojan Ultra Thin	\$2.71	\$4.99	45.7%	\$5.59	\$0.60 ×1 sold

Section total: \$53.80 per month at the window's pace — 11 items that sold below target.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Trojan Magnum	\$2.71	\$3.99	—	\$5.59	\$1.60 /unit
Trojan Ultrathin	\$2.71	\$3.99	—	\$5.59	\$1.60 /unit
5 Hr Energy Grape	\$2.05	\$3.49	—	\$4.29	\$0.80 /unit
5 Hr Energy Strbry Banana	\$2.05	\$3.49	—	\$4.29	\$0.80 /unit
Lil Drug Benadryl 6 Ct	\$2.31	\$3.99	—	\$4.79	\$0.80 /unit
Lil Drug Excedrin 6 Ct	\$2.00	\$3.49	—	\$4.19	\$0.70 /unit
Trojan Ultra Thin	\$2.71	\$4.99	—	\$5.59	\$0.60 /unit
5 Hour Energy X Str Peach	\$2.05	\$3.89	—	\$4.29	\$0.40 /unit

Section total: \$7.30 per unit across 8 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21



Checked: **39 items sold, 289 units, \$852.94** in the window. **19** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **19** of these, so no cost is shown for them; **20** more sold items still have no verified cost from any source.

AUTOMOTIVE — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Peak Blue Def Diesel	\$17.19	\$21.99	21.8%	\$34.49	\$12.50 ×1 sold
Pennzoil 5W30	\$4.74	\$8.99	47.3%	\$9.59	\$4.20 ×7 sold
Pennzoil 5W20 Qt	\$4.74	\$8.99	47.3%	\$9.59	\$2.40 ×4 sold
Mag 1 Syn Blend High Mile	\$4.89	\$8.99	45.6%	\$9.89	\$0.90 ×1 sold
Lucas Fuel Treatment	\$4.51	\$8.49	46.9%	\$9.19	\$0.70 ×1 sold
Stp Gas Treatme	\$2.69	\$5.29	49.1%	\$5.49	\$0.60 ×3 sold

Section total: \$21.30 per month at the window's pace — 6 items that sold below target.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Peak Blue Def Diesel Exha	\$17.19	\$15.79	—	\$34.49	\$18.70 /unit
Peak Blue Def Diesel	\$17.19	\$21.99	—	\$34.49	\$12.50 /unit
Pennzoil 10W30	\$4.74	\$5.99	—	\$9.59	\$3.60 /unit
Pennzoil 5W20	\$4.74	\$6.19	—	\$9.59	\$3.40 /unit
Pennzoil 5W30	\$4.74	\$6.99	—	\$9.59	\$2.60 /unit
Stp Gas Treatment	\$2.69	\$3.39	—	\$5.49	\$2.10 /unit
Pennzoil 10W30 Qt	\$4.74	\$7.99	—	\$9.59	\$1.60 /unit
Mag 1 Premium 2 Cycle Oil	\$1.47	\$1.99	—	\$3.09	\$1.10 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Mag 1 Syn Blend High Mile	\$4.89	\$8.99	—	\$9.89	\$0.90 /unit
Stp Power Steering	\$1.88	\$2.99	—	\$3.89	\$0.90 /unit
Lucas Fuel Treatment	\$4.51	\$8.49	—	\$9.19	\$0.70 /unit
Pennzoil 5W20 Qt	\$4.74	\$8.99	—	\$9.59	\$0.60 /unit
Prime Guard -20 Windshiel	\$3.44	\$6.49	—	\$6.99	\$0.50 /unit
Stp Gas Treatme	\$2.69	\$5.29	—	\$5.49	\$0.20 /unit

Section total: \$49.40 per unit across 14 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Checked: **12 items sold, 37 units, \$262.03** in the window. **9** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **3** of these, so no cost is shown for them; **3** more sold items still have no verified cost from any source.

GENERAL MERCHANDISE — TARGET: 50% (GROCERY / HBA RATE)

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Al Save Paper Towels	\$1.07	\$1.99	46.2%	\$2.29	\$0.30 ×1 sold

Section total: \$0.30 per month at the window's pace — 1 items that sold below target.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21

Priced in the book but **did not sell** in the window — per-unit margin left on the shelf:

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Bic- Child Guard- Large	\$1.20	\$1.79	—	\$2.59	\$0.80 /unit
Al Save Paper Towels	\$1.07	\$1.99	—	\$2.29	\$0.30 /unit

Section total: \$1.10 per unit across 2 items.

Cost sources: Douglas Companies catalog (Power Net), verified 2026-10-21



Checked: **20 items sold, 82 units, \$341.32** in the window. **2** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **17** of these, so no cost is shown for them; **18** more sold items still have no verified cost from any source.

CIGARETTES — NEVER REPRICED — COUNTS ONLY

Checked: **131 items sold, 4313 units, \$32,480.39** in the window. Cigarettes are never repriced — counts only.

LOTTERY — STATE-SET PRICES — COUNTS ONLY

Checked: **34 items sold, 4684 units, \$8,585.00** in the window. State-set prices — counts only.

DELI / FOUNTAIN / FOOD SERVICE — MADE IN STORE — COUNTS ONLY

Checked: **61 items sold, 2070 units, \$6,912.84** in the window. Made in store — counts only.

OTHER DEPARTMENTS — COUNTS ONLY

Checked: **1 items sold, 16 units, \$313.84** in the window. **1** more sold items still have no verified cost from any source.



COST SOURCES & METHOD

One combined cost library was built before pricing, from every distributor document on record: **Douglas Companies** (the printed each-cost review of Sep 30, 2026, invoice #2711430 and its Item Master), **Coca-Cola** (eight delivered invoices, Aug–Oct 2026, most recent per item), the **Pepsi ATA price list** (October 2026), a photographed **beer invoice #16616221**, and the phase-1 margin files. Where two documents disagreed on an item, a delivered invoice line won over a catalog/list price, and the disagreement was logged. Pepsi's list is a package-price sheet, so its prices were applied by brand and package only where the match is unambiguous — and never where the resulting cost sat above the shelf price, which marks a likely pack-size mismatch in the book.

The Douglas catalog pass (new in this version): the top sellers in the departments no file could price were checked one by one in the Douglas Companies catalog (Power Net) on October 21, 2026 — **150 items checked for this store: 103 carry a catalog cost, 47 Douglas does not carry**. Catalog prices are per pack or case; every cost used here is the pack price divided by the pack quantity, matched by UPC first and exact description second, exact item and pack size only. The three stores' catalog results were pooled by UPC, so an item verified at any store prices the same item at the others. (One pooled store's book UPCs are missing their check digit; its catalog costs were joined to its own items on that basis only.) A Douglas catalog cost fills a gap or replaces a package-list price; a delivered-invoice cost always stands. **Southern Glazer's and Golden Eagle** invoices are still not in the records, so they contribute no costs yet; the wine rule ($\text{cost} \div 0.70$) stands ready for their first invoice. Nothing in any store's system was changed — this report is read-only.

Still open: **413 sold items** in the catalog-checked departments sit beyond the top-seller lists with no verified cost from any source, and the items Douglas does not carry can only be priced from the store's own supplier invoices. When those costs land, the same tables re-run with no other change.

Prepared by StationSync — margin analysis and nightly paperwork for convenience stores. Pricing targets are the owner's; the math is shown on every row.

