

CLIENT 2

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

Client 2 — convenience + fuel

Sales window: **Tuesday Oct 20, 2026 (1 day) — savings shown ×30 and labeled**

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.

- **31 prices below target on items that SOLD** — worth **\$693.00** per month (one sales day × 30)
- **257 more below-target prices on items that did not sell** in the window — **\$192.05** of margin sitting in the book, per unit across the basket.
- **The Douglas catalog pass is in:** 47 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 39 of the items checked (counts are shown for those, never a guessed price), and 41 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

- This report prices one full sales day (Tuesday Oct 20, 2026: 320 items, 892 units, \$3,184.97) — every monthly figure is that day × 30 and is labeled as such. A 30-day item-sales pull is the first upgrade this report needs.
- Book health: 10,165 items; 94.0% carry a real department. 584 items sit in “Not In Use”, 25 are UNDEFINED, 36 are priced at \$0.00, and 12 UPCs carry two different prices (the lower was used).
- Tobacco is priced now: the Douglas catalog carries 39 of the 41 tobacco items sold Tuesday, worth **\$12.10 for the day (× 30 = \$363.00 a month)** in raises. Tobacco is assigned by the price book here; the register’s own department totals can differ where items ring on open keys (the EDIBLE GROCERY key alone rang 68 times for \$19.88).
- Snacks are mostly a direct-store-delivery business here: Douglas does not carry 34 of the 40 snack items sold Tuesday (the Frito-Lay and Little Debbie lines) — those show counts only. The 4 it does carry are priced in their section.
- The store carries a WINE department (8 items). Nothing sold Tuesday, so wine is counted, not priced; any wine item is priced at the house rule, cost ÷ 0.70.

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

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Gatorade Cool Blue 28Oz	\$2.16	\$3.79	43.0%	\$4.49	\$42.00 ×2 sold
Gatorade Limecu 28Oz	\$2.16	\$3.79	43.0%	\$4.49	\$42.00 ×2 sold
Mtn Dew 2L	\$3.00	\$3.59	16.4%	\$4.59	\$30.00 ×1 sold
Pure Leaf Es Tea 18.5Oz	\$1.69	\$3.09	45.3%	\$3.49	\$24.00 ×2 sold
Gatorade Lem Lime 28Oz	\$2.16	\$3.79	43.0%	\$4.49	\$21.00 ×1 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Ocean Spray Cranberry	\$1.80	\$3.49	48.4%	\$3.79	\$18.00 ×2 sold
Red Bull Summer Edition 12Oz	\$2.29	\$4.29	46.6%	\$4.69	\$12.00 ×1 sold
Crush Orange 20Oz	\$1.66	\$3.09	46.3%	\$3.49	\$12.00 ×1 sold
Crush Peach 20Oz	\$1.66	\$3.09	46.3%	\$3.49	\$12.00 ×1 sold
Mtn Dew Vlt 20Oz Btl	\$1.66	\$3.09	46.3%	\$3.49	\$12.00 ×1 sold
Dr Pepper 20 Oz	\$1.51	\$3.09	51.1%	\$3.19	\$9.00 ×3 sold
Dole Tfp Juice 15.2Oz	\$1.80	\$3.49	48.4%	\$3.79	\$9.00 ×1 sold
Alani Nu Strawberry Sunrise 12Oz	\$1.65	\$3.29	49.8%	\$3.49	\$6.00 ×1 sold

Section total: \$249.00 per month (day × 30) — 13 items that sold below target.

Cost sources: Pepsi ATA list: Gatorade 28oz · Pepsi ATA price list, Oct 2026 · Pepsi ATA list: Ocean Spray/Dole 15.2oz · lookup (provisional) · Pepsi ATA list: 20oz CSD · Coca-Cola invoice #54725944044 (2026-10-15) · Pepsi ATA list: Alani 12oz

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 Grape 12 Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Crush Orange 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Crush Peach 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Crush Pineapple 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Crush Strawberry 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Baja Blast 12Pk	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Blk 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Mtn Dew Code Red 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Diet 12Pk	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Sangrita 12Pk	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Voltage 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Pepsi 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Pepsi Wild Cherry 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Pepsi Zero Sugar 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Starry Lemon Lime 12Oz 12Pk Cn	\$8.78	\$10.99	—	\$13.09	\$2.10 /unit
Mtn Dew Diet 1L Btl	\$2.05	\$2.29	—	\$4.29	\$2.00 /unit
Pepsi 1.25L	\$1.60	\$1.39	—	\$3.39	\$2.00 /unit
Pepsi 1L Btl	\$2.05	\$2.29	—	\$4.29	\$2.00 /unit
Mtn Dew 1L Btl	\$2.05	\$2.49	—	\$4.29	\$1.80 /unit
Soda	\$1.97	\$2.29	—	\$4.09	\$1.80 /unit
Mtn Dew 1.25L	\$1.60	\$1.69	—	\$3.39	\$1.70 /unit
Propel Berry 20Oz	\$1.60	\$1.69	—	\$3.39	\$1.70 /unit
Propel Grape 20Oz Btl	\$1.60	\$1.69	—	\$3.39	\$1.70 /unit
Propel Sberry Lem 20Oz Btl	\$1.60	\$1.69	—	\$3.39	\$1.70 /unit
Propel Wmelon 20Oz Btl	\$1.60	\$1.69	—	\$3.39	\$1.70 /unit
Coke 12Pk Cn	\$8.49	\$10.99	—	\$12.59	\$1.60 /unit
Coke Cherry 12Pk 12Oz	\$8.49	\$10.99	—	\$12.59	\$1.60 /unit
Coke Dt 12Oz 12Pk	\$8.49	\$10.99	—	\$12.59	\$1.60 /unit
Gatorade Blkberry 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Gatorade Cool 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Fruit 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Gapple 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Gcherry 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Gf 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Grape 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Lemon 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Orange 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade Stberry 20Oz	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Sprite 12Oz 12Pk	\$8.49	\$10.99	—	\$12.59	\$1.60 /unit

Section total: \$160.96 per unit across 207 items. The 40 largest are shown; the rest are in the workpapers.

Cost sources: Pepsi ATA list: 12-pack cans · Pepsi ATA price list, Oct 2026 · Pepsi ATA list: 1-liter · Pepsi ATA list: 1.25L · Douglas printed each-cost list 2026-09-30 · Pepsi ATA list: Propel 20oz · Coca-Cola invoice #54725944044 (2026-10-15) · Coca-Cola invoice #54349963008 (2026-09-21) · Pepsi ATA list: Gatorade 20oz · Pepsi ATA list: Muscle Milk 14oz · Coca-Cola invoice #54147894015 (2026-09-07) · Pepsi ATA list: 2-liter · Pepsi ATA list: 16oz can · Pepsi ATA list: Naked 15.2oz · Pepsi ATA list: Bubly 16oz · Pepsi ATA list: Gatorade 28oz · Pepsi ATA list: 20oz CSD · Pepsi ATA list: Lipton/Brisk 20oz program · Pepsi ATA list: Pure Leaf 18.5oz · lookup (provisional) · Pepsi ATA list: Starry 20oz program · Pepsi ATA list: Ocean Spray/Dole 15.2oz · Coca-Cola invoice #54562113011 (2026-10-05) · Pepsi ATA list: Tropicana 11oz · Pepsi ATA list: Alani 12oz · Coca-Cola invoice #53770453028 (2026-08-13)

Checked: **76 items sold, 127 units, \$346.53** in the window. **58** 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
Modelo Limon Chalada 24Oz	\$2.87	\$3.99	28.1%	\$4.29	\$9.00 ×1 sold



Section total: \$9.00 per month (day × 30) — 1 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 12Oz 12Pk Btl	\$16.00	\$21.00	—	\$21.49	\$0.49 /unit
Modelo Limon Chalada 24Oz	\$2.87	\$3.99	—	\$4.29	\$0.30 /unit
Miller Lt 24Oz Cn	\$2.17	\$3.09	—	\$3.29	\$0.20 /unit

Section total: \$0.99 per unit across 3 items.

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

Checked: **60 items sold, 143 units, \$681.37** in the window. **58** more sold items still have no verified cost from any source.

CANDY & GUM — TARGET: 50%

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
Wrigleys Extra P Ice 35Stx Case	\$3.11	\$2.89	—	\$6.39	\$3.50 /unit
Wrigleys Extra Pm 35Stx Case	\$3.11	\$2.89	—	\$6.39	\$3.50 /unit
Wrigleys Extra Sm 35Stx Case	\$3.11	\$2.89	—	\$6.39	\$3.50 /unit
Wrigley 5 Ptp Cobalt 15Pk	\$1.55	\$2.29	—	\$3.29	\$1.00 /unit
Wrigley 5 Ptp Rain	\$1.55	\$2.29	—	\$3.29	\$1.00 /unit
Wrigley 5 Wmint 15Pk	\$1.55	\$2.29	—	\$3.29	\$1.00 /unit
Junior Mints	\$1.18	\$1.69	—	\$2.49	\$0.80 /unit
Almond Joy Milk Choco Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Caramello Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Hershey Almond Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Hershey Milk Chocolate Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Hersheys Cookies N Creme Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Kitkat Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Lifesavers Mints	\$2.11	\$3.89	—	\$4.39	\$0.50 /unit
Payday Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses 4Pb Cup Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Big Cup Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Caramel Big Cup Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Fast Break Ks 3.50 Oz	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Mini Cups Pb Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Nutrageous Ks 3.10 Oz	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses Sticks Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Reeses'S Cup White Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Sweet Tart Roll	\$1.04	\$1.69	—	\$2.19	\$0.50 /unit
Whatchamacallit Ks	\$2.13	\$3.89	—	\$4.39	\$0.50 /unit
Wonka Giant Chewy	\$1.04	\$1.69	—	\$2.19	\$0.50 /unit
Kinder Chocolate Ks	\$2.08	\$3.89	—	\$4.29	\$0.40 /unit
Ice Breakers Sb Mints	\$2.23	\$4.29	—	\$4.59	\$0.30 /unit
3 Musketeer Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
M M Peanut Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
M&M Mega Pb Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Mars Twix Caramel Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Milky Way Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Mm Minis Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Mm Plain Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Snickers Ks	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Snickers Peanut Butt	\$1.97	\$3.89	—	\$4.09	\$0.20 /unit
Sweetarts Ropes Collisn Wm Berry Ks	\$1.90	\$3.89	—	\$3.99	\$0.10 /unit

Section total: \$26.40 per unit across 38 items.

Cost sources: Douglas printed each-cost list 2026-09-30 · Douglas Item Master #2711430

Checked: **16 items sold, 37 units, \$32.08** in the window. **14** more sold items still have no verified cost from any source.

SNACKS — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Takis Fuego 3.25Oz	\$1.88	\$2.99	37.1%	\$3.89	\$27.00 ×1 sold
Takis Fuego 9.9Oz	\$3.31	\$5.99	44.7%	\$6.79	\$24.00 ×1 sold

Section total: \$51.00 per month (day × 30) — 2 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
Nbc Nutter Butter Ks	\$1.56	\$2.49	—	\$3.29	\$0.80 /unit

Section total: \$0.80 per unit across 1 items.

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

Checked: **40 items sold, 93 units, \$161.21** in the window. **4** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **34** of these, so no cost is shown for them; **34** 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
Copenhagen Snuff	\$9.59	\$10.99	12.7%	\$12.09	\$132.00 ×4 sold
Slapwoods Russian Cream 1Pk \$1.39	\$1.12	\$1.39	19.4%	\$1.59	\$42.00 ×7 sold
Slapwoods Cotton Candy 1Pk \$1.39	\$1.12	\$1.39	19.4%	\$1.59	\$36.00 ×6 sold
Red Seal Lc Wg	\$7.89	\$8.99	12.2%	\$9.99	\$30.00 ×1 sold
Blk & Mld Ft Sweet 99C	\$0.72	\$0.99	27.3%	\$1.09	\$27.00 ×9 sold
Slapwoods Natural 1Pk \$1.39	\$1.12	\$1.39	19.4%	\$1.59	\$24.00 ×4 sold
Slapwoods Sweet Aromatic 1Pk \$1.39	\$1.12	\$1.39	19.4%	\$1.59	\$24.00 ×4 sold
Slapwoods Dubai Choc 1Pk \$1.39	\$1.12	\$1.39	19.4%	\$1.59	\$12.00 ×2 sold
Swisher Sweets Minis 3Pk	\$2.11	\$2.49	15.3%	\$2.79	\$9.00 ×1 sold
Backwoods Rc 1Pk	\$1.61	\$1.99	19.1%	\$2.19	\$6.00 ×1 sold
Pom Pom Grape 3Pk	\$1.18	\$1.39	15.1%	\$1.59	\$6.00 ×1 sold
4K Wraps Sweet 4Pk	\$1.06	\$1.29	17.8%	\$1.49	\$6.00 ×1 sold
Jackpot Green Sweets \$1.19	\$1.00	\$1.19	16.0%	\$1.39	\$6.00 ×1 sold
4Ks Diamond 4Pk \$1.49	\$1.12	\$1.49	24.8%	\$1.59	\$3.00 ×1 sold

Section total: \$363.00 per month (day × 30) — 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
Copenhagen Snuff	\$9.59	\$10.99	—	\$12.09	\$1.10 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Swisher Sweets Minis 3Pk	\$2.11	\$2.49	—	\$2.79	\$0.30 /unit
Backwoods Rc 1Pk	\$1.61	\$1.99	—	\$2.19	\$0.20 /unit
Jackpot Green Sweets \$1.19	\$1.00	\$1.19	—	\$1.39	\$0.20 /unit
Pom Pom Grape 3Pk	\$1.18	\$1.39	—	\$1.59	\$0.20 /unit
Blk & Mld Ft Sweet 99C	\$0.72	\$0.99	—	\$1.09	\$0.10 /unit

Section total: \$2.10 per unit across 6 items.

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

Checked: **41 items sold, 136 units, \$328.54** in the window. **39** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **1** of these, so no cost is shown for them; **2** more sold items still have no verified cost from any source.

GROCERY — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Vienna Sausage Bbq	\$1.43	\$2.29	37.6%	\$2.99	\$21.00 ×1 sold

Section total: \$21.00 per month (day × 30) — **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
Vienna Sausage Bbq	\$1.43	\$2.29	—	\$2.99	\$0.70 /unit
Bb Cookies Cream Bar	\$1.97	\$3.99	—	\$4.09	\$0.10 /unit

Section total: \$0.80 per unit across 2 items.

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

Checked: **3 items sold, 68 units, \$19.88** in the window. **2** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); **1** more sold items still have no verified cost from any source.



HEALTH & BEAUTY — TARGET: 50%

Checked: **2 items sold, 2 units, \$3.98** in the window. **1** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **1** of these, so no cost is shown for them; **1** more sold items still have no verified cost from any source.

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

Checked: **4 items sold, 8 units, \$12.44** in the window. **1** 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.

CIGARETTES — NEVER REPRICED — COUNTS ONLY

Checked: **39 items sold, 85 units, \$564.30** in the window. Cigarettes are never repriced — counts only.

LOTTERY — STATE-SET PRICES — COUNTS ONLY

Checked: **26 items sold, 145 units, \$950.00** in the window. State-set prices — counts only.

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

Checked: **3 items sold, 9 units, \$15.86** in the window. Made in store — counts only.

OTHER DEPARTMENTS — COUNTS ONLY

Checked: **10 items sold, 39 units, \$68.78** in the window. **10** 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 — **86 items checked for this store: 47 carry a catalog cost, 39 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: **41 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. For this store, a 30-day item-sales pull remains the first upgrade — this report prices one full day, $\times 30$ and labeled. 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.

