

CLIENT 3

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

Client 3 — convenience + fuel + deli

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.

- **110 prices below target on items that SOLD** — worth **\$690.70** per month at this pace
- **244 more below-target prices on items that did not sell** in the window — **\$254.34** of margin sitting in the book, per unit across the basket.
- **The Douglas catalog pass is in:** 82 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 34 of the items checked (counts are shown for those, never a guessed price), and 504 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

- Tobacco, vapes and smoke-shop goods are priced now. They sold \$10,008.00 in 30 days; the Douglas catalog prices 41 of the sellers checked, worth **\$175.20 a month** in raises. Douglas does not carry 2 of the tobacco items checked.
- General merchandise sold \$1,622.31 in the window — the catalog prices 28 of its sellers, worth \$44.00 a month, and grocery adds \$3.30 more.
- The price book holds 10,470 items; 0 UPCs carry two different prices (lower used), 157 rows are priced at \$0.00.
- **5 items that sold are priced BELOW their verified cost** — the shelf price does not cover what the distributor charges. They are priced in their tables like every other raise; check pack sizes first, because a “12-pack” row carrying a single’s price is the usual cause.

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

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
20Oz Mtn Dew	\$1.66	\$2.99	44.5%	\$3.49	\$122.00 ×244 sold
Dr Pepper 20 Oz	\$1.51	\$2.99	49.5%	\$3.19	\$38.40 ×192 sold
Pepsi 2Lt	\$3.00	\$3.89	22.9%	\$6.19	\$25.30 ×11 sold
12Pk Mountaindw	\$8.78	\$9.49	7.5%	\$13.09	\$25.20 ×7 sold
Milk Choc Pint	\$1.15	\$1.99	42.2%	\$2.49	\$17.00 ×34 sold
Red Bull 12 Oz	\$2.29	\$4.19	45.3%	\$4.69	\$13.50 ×27 sold
Redbull Watermelon 12Oz	\$2.29	\$4.19	45.3%	\$4.69	\$12.00 ×24 sold
Mountain Dew Zero 20Oz	\$1.66	\$2.79	40.5%	\$3.49	\$11.90 ×17 sold
Dr Pepper 15 Pack	\$8.62	\$9.99	13.7%	\$12.79	\$11.20 ×4 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Gatorade 28Oz White Cherr	\$2.16	\$3.99	45.9%	\$4.49	\$10.50 ×21 sold
Dp Zero Sugar	\$1.51	\$2.99	49.5%	\$3.19	\$10.00 ×50 sold
Redbull Summerwinter Ice	\$2.29	\$4.19	45.3%	\$4.69	\$10.00 ×20 sold
Diet Dr P	\$1.51	\$2.99	49.5%	\$3.19	\$9.80 ×49 sold
Pepsi Wild Chrry 20Z	\$1.66	\$2.99	44.5%	\$3.49	\$9.00 ×18 sold
Gatorade 28 Oz Glacierfre	\$2.16	\$3.99	45.9%	\$4.49	\$9.00 ×18 sold
Gatorade 20Oz Glacier Fre	\$1.61	\$2.99	46.2%	\$3.39	\$8.80 ×22 sold
Gatorade 28Oz Fierce	\$2.16	\$3.99	45.9%	\$4.49	\$7.50 ×15 sold
12Pk Coke	\$8.49	\$5.49	-54.6 %	\$12.59	\$7.10 ×1 sold
12Pk Sprite	\$8.49	\$5.49	-54.6 %	\$12.59	\$7.10 ×1 sold
20 Oz. Aquafina	\$1.19	\$2.29	48.0%	\$2.49	\$7.00 ×35 sold
Muscle Milk Reform - Pro Strawberries & Cream 42G 14Oz	\$2.81	\$4.79	41.3%	\$5.79	\$7.00 ×7 sold
Gatorade 20Oz Lemon Lime	\$1.61	\$2.99	46.2%	\$3.39	\$6.80 ×17 sold
Redbull The Summer Editio	\$2.29	\$4.19	45.3%	\$4.69	\$6.50 ×13 sold
Crush 20Oz	\$1.66	\$1.99	16.6%	\$3.49	\$6.00 ×4 sold
Red Bull Summer Edition	\$2.29	\$4.19	45.3%	\$4.69	\$5.50 ×11 sold
Crush Orange 20Oz	\$1.66	\$2.49	33.3%	\$3.49	\$5.00 ×5 sold
Mountain Dew 2 Liters	\$3.00	\$3.89	22.9%	\$4.59	\$4.90 ×7 sold
Gatorade 28Oz Lomon Lime	\$2.16	\$3.99	45.9%	\$4.49	\$4.00 ×8 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Mug Root Beer	\$1.66	\$2.99	44.5%	\$3.49	\$4.00 ×8 sold
Vanilla Coke 20 Oz Bottle	\$1.51	\$2.99	49.5%	\$3.19	\$3.80 ×19 sold
Gatorade 28Oz Arctic Blit	\$2.16	\$3.99	45.9%	\$4.49	\$2.50 ×5 sold
Gatorade 20Oz White Cherr	\$1.61	\$2.99	46.2%	\$3.39	\$2.40 ×6 sold
Pepsi Mj 16Oz Can	\$1.51	\$2.59	41.7%	\$3.19	\$2.40 ×4 sold
Lipton Pure Leaf Blackberry Tea 16 Oz	\$1.69	\$2.39	29.3%	\$3.49	\$2.20 ×2 sold
Ocean Spray Apple Juice 1	\$1.80	\$3.59	49.9%	\$3.79	\$2.00 ×10 sold
Gatorade 20 OZ Fruit Punc	\$1.61	\$2.99	46.2%	\$3.39	\$2.00 ×5 sold
Gatorade 28Oz Orange	\$2.16	\$3.99	45.9%	\$4.49	\$2.00 ×4 sold
Gatorade 28Oz Grape	\$2.16	\$3.99	45.9%	\$4.49	\$2.00 ×4 sold
Crush Grape 20Oz	\$1.66	\$2.49	33.3%	\$3.49	\$2.00 ×2 sold
Muscle Milk Reform - Pro Cookies & Cream 42G 14Oz	\$2.81	\$4.79	41.3%	\$5.79	\$2.00 ×2 sold
Mm Pink Lemonade	\$1.18	\$2.29	48.5%	\$2.49	\$1.60 ×8 sold
Gatorade Low Sugar 28 Oz - Fruit Punch	\$2.16	\$3.99	45.9%	\$4.49	\$1.50 ×3 sold
Gatorade 28 Oz Icy Charge	\$2.16	\$3.99	45.9%	\$4.49	\$1.50 ×3 sold
Muscle Milk Protein Shake	\$2.81	\$4.49	37.4%	\$5.79	\$1.30 ×1 sold
Ocean Spray Cranberry Gra	\$1.80	\$3.59	49.9%	\$3.79	\$1.20 ×6 sold
Ocean Spray Can-	\$1.80	\$3.59	49.9%	\$3.79	\$1.00 ×5 sold
Gatorade 28Oz Strawberry	\$2.16	\$3.99	45.9%	\$4.49	\$1.00 ×2 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Starry Lemon Lime 20Oz	\$0.61	\$0.99	38.4%	\$1.39	\$0.80 ×2 sold
Cherry Coke 20Oz	\$1.51	\$2.79	45.9%	\$3.19	\$0.40 ×1 sold

Section total: \$457.60 per month at the window's pace — 49 items that sold below target.

Cost sources: Pepsi ATA price list, Oct 2026 · Coca-Cola invoice #54725944044 (2026-10-15) · Douglas Companies catalog (Power Net), verified 2026-10-21 · lookup (provisional) · Pepsi ATA list: 20oz CSD · Coca-Cola invoice #54147894015 (2026-09-07) · Pepsi ATA list: Gatorade 28oz · Pepsi ATA list: Gatorade 20oz · Pepsi ATA list: Muscle Milk Pro 14oz · Pepsi ATA list: 16oz can · Pepsi ATA list: Pure Leaf 18.5oz · Pepsi ATA list: Ocean Spray/Dole 15.2oz · Pepsi ATA list: Starry 20oz program · Coca-Cola invoice #54349963008 (2026-09-21)

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
Crush Org 12Pk	\$8.78	\$5.49	—	\$13.09	\$7.60 /unit
12Pk Coke	\$8.49	\$5.49	—	\$12.59	\$7.10 /unit
12Pk Dcoke	\$8.49	\$5.49	—	\$12.59	\$7.10 /unit
12Pk Sprite	\$8.49	\$5.49	—	\$12.59	\$7.10 /unit
Coke Cherry 12Pk Fp 12Ct	\$8.49	\$5.49	—	\$12.59	\$7.10 /unit
Mtn Dew Ice 2Lt	\$3.00	\$2.19	—	\$6.19	\$4.00 /unit
Pepsi 12Pk	\$8.78	\$9.49	—	\$13.09	\$3.60 /unit
Crush Peach 2Ltr	\$3.00	\$1.19	—	\$4.59	\$3.40 /unit
12Pk Mountain Dew Die	\$8.78	\$9.99	—	\$13.09	\$3.10 /unit
Dr Pepper 15 Pack	\$8.62	\$9.99	—	\$12.79	\$2.80 /unit
Naked Blue Machine Juice	\$3.00	\$3.79	—	\$6.19	\$2.40 /unit
Naked Green Machine Flavo	\$3.00	\$3.79	—	\$6.19	\$2.40 /unit
Naked Mighty Mango Juice	\$3.00	\$3.79	—	\$6.19	\$2.40 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Naked Pina Colada 15.2O B	\$3.00	\$3.79	—	\$6.19	\$2.40 /unit
Naked Strawberry Banana 1	\$3.00	\$3.79	—	\$6.19	\$2.40 /unit
Ocean Spray	\$1.80	\$1.39	—	\$3.79	\$2.40 /unit
Pepsi 2Lt	\$3.00	\$3.89	—	\$6.19	\$2.30 /unit
Naked Protein Tropical Ju	\$3.00	\$3.99	—	\$6.19	\$2.20 /unit
28 Oz Gatorade Tang	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Gatorade 28 Oz Fp+Berry	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Gatorade 28 Oz Riptiderus	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Gatorade 28Oz Citrus Cool	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Gatorade 28Oz Fruitpunch	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Gatorade 28Oz Grape	\$2.16	\$2.49	—	\$4.49	\$2.00 /unit
Naked Juice Protein Choco	\$3.00	\$4.29	—	\$6.19	\$1.90 /unit
Gatorade 20Oz Blue Cherry	\$1.61	\$1.59	—	\$3.39	\$1.80 /unit
Mtn Dew Pitch Black 20Oz	\$1.66	\$1.79	—	\$3.49	\$1.70 /unit
Pepsi Fire 20 Oz	\$1.66	\$1.79	—	\$3.49	\$1.70 /unit
18.5 Oz Pure Leaf Green T	\$1.69	\$1.89	—	\$3.49	\$1.60 /unit
Gatorade 20 Oz Blkberry W	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade 20Oz Fruitpunch	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade 20Oz Grape	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Gatorade 20Oz Grape	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Gatorade 20Oz Grnapple	\$1.61	\$1.79	—	\$3.39	\$1.60 /unit
Mtn Dew Merry Mashup20Oz	\$1.66	\$1.89	—	\$3.49	\$1.60 /unit
Muscle Milk Pro Series 40	\$2.81	\$4.19	—	\$5.79	\$1.60 /unit
Ocean Spray Cran-Lemon	\$1.80	\$2.19	—	\$3.79	\$1.60 /unit
Ocean Spray Ruby Red Grap	\$1.80	\$2.19	—	\$3.79	\$1.60 /unit
Pepsi 20 Oz Cherry Vanill	\$1.66	\$1.89	—	\$3.49	\$1.60 /unit
Pure Leaf	\$1.69	\$1.89	—	\$3.49	\$1.60 /unit

Section total: \$189.50 per unit across 157 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) · Coca-Cola invoice #54349963008 (2026-09-21) · Pepsi ATA list: 2-liter · Pepsi ATA price list, Oct 2026 · Coca-Cola invoice #54147894015 (2026-09-07) · Pepsi ATA list: Naked 15.2oz · Pepsi ATA list: Ocean Spray/Dole 15.2oz · Pepsi ATA list: Gatorade 28oz · Pepsi ATA list: Gatorade 20oz · Pepsi ATA list: 20oz CSD · Pepsi ATA list: Pure Leaf 18.5oz · Pepsi ATA list: Muscle Milk Pro 14oz · Pepsi ATA list: 1.25L · Coca-Cola invoice #54103303033 (2026-09-03) · Coca-Cola invoice #53923557004 (2026-08-24) · Pepsi ATA list: Muscle Milk 14oz · Pepsi ATA list: Bubly 16oz · Pepsi ATA list: Gatorade 24oz · Pepsi ATA list: Rockstar 16oz · Pepsi ATA list: 16oz can · Pepsi ATA list: Propel 1L · Douglas Companies catalog (Power Net), verified 2026-10-21 · Pepsi ATA list: AMP 16oz · Pepsi ATA list: Lipton/Brisk 20oz program · Pepsi ATA list: Celsius 12oz · Coca-Cola invoice #53770453028 (2026-08-13)

Checked: **449 items sold, 4592 units, \$13,738.17** in the window. **1** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); **371** 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
Topps Push Pop Berry Blas	\$1.61	\$2.99	46.2%	\$3.39	\$2.00 ×5 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Reeses King Size	\$2.13	\$4.29	50.3%	\$4.39	\$1.10 ×11 sold
Chick-O-Stick	\$1.10	\$1.99	44.7%	\$2.39	\$0.80 ×2 sold
Nerds Gummy Clusters, Ver	\$4.57	\$8.49	46.2%	\$9.29	\$0.80 ×1 sold
Mentos Pure Fresh Gum Sugar Free Spearmint 50 Ct	\$3.48	\$6.49	46.4%	\$7.09	\$0.60 ×1 sold
Reeses Fast Break King Si	\$2.13	\$4.29	50.3%	\$4.39	\$0.50 ×5 sold
Hersheys Almonds King	\$2.13	\$4.29	50.3%	\$4.39	\$0.50 ×5 sold
5 Gum Peppermint Cobalt	\$1.55	\$2.79	44.4%	\$3.29	\$0.50 ×1 sold
Reeses Sticks King Size	\$2.13	\$4.29	50.3%	\$4.39	\$0.40 ×4 sold
Caramello King Size	\$2.13	\$4.29	50.3%	\$4.39	\$0.40 ×4 sold
Reeses Oreo Ks	\$2.13	\$4.29	50.3%	\$4.39	\$0.40 ×4 sold
Hersheys Cookies N Creme King Size 2.60 Oz	\$2.13	\$3.99	46.6%	\$4.39	\$0.40 ×1 sold
Kitkat King Size	\$2.13	\$4.29	50.3%	\$4.39	\$0.30 ×3 sold
Hersheys King	\$2.13	\$4.29	50.3%	\$4.39	\$0.30 ×3 sold
5 Gum Rain	\$1.55	\$2.99	48.2%	\$3.29	\$0.30 ×1 sold
Reeses Nutrageous	\$2.13	\$4.29	50.3%	\$4.39	\$0.20 ×2 sold
Airheads Bites Original Fruit 6 Oz	\$1.97	\$3.99	50.6%	\$4.09	\$0.20 ×2 sold
Mounds King	\$2.13	\$4.29	50.3%	\$4.39	\$0.10 ×1 sold
Ice Breakers Duo Fruit +	\$2.23	\$4.49	50.3%	\$4.59	\$0.10 ×1 sold

Section total: \$9.90 per month at the window's pace — 19 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
Reeses Pb Big Cup Ks	\$2.13	\$2.39	—	\$4.39	\$2.00 /unit
5 Spearmint Rain Sugarfre	\$3.92	\$6.49	—	\$7.99	\$1.50 /unit
Wrigleys Extra Peppermint	\$3.11	\$4.99	—	\$6.39	\$1.40 /unit
Reeses Pieces Peanut Butt	\$2.51	\$3.99	—	\$5.19	\$1.20 /unit
Kit Kat Big Kat Bars King	\$2.13	\$3.29	—	\$4.39	\$1.10 /unit
Reeses Pb Minis Ks	\$2.13	\$3.29	—	\$4.39	\$1.10 /unit
White Reeses King	\$2.13	\$3.29	—	\$4.39	\$1.10 /unit
Reeses Caramel Big Cup	\$2.13	\$3.29	—	\$4.39	\$1.10 /unit
Ice Breakers Duo Fruit +	\$2.23	\$3.59	—	\$4.59	\$1.00 /unit
Nerds Gummy Clusters, Ver	\$4.57	\$8.49	—	\$9.29	\$0.80 /unit
Snickers Peanut Butter Sq	\$1.97	\$3.29	—	\$4.09	\$0.80 /unit
5 Wintermint Ascent	\$1.55	\$2.59	—	\$3.29	\$0.70 /unit
Wrigleys Extra Refreshers	\$3.50	\$6.49	—	\$7.19	\$0.70 /unit
Mentos Pure Fresh Gum Sugar Free Spearmint 50 Ct	\$3.48	\$6.49	—	\$7.09	\$0.60 /unit
Mentos Pure Fresh Sugar Free Gum	\$3.48	\$6.49	—	\$7.09	\$0.60 /unit
5 Gum Peppermint Cobalt	\$1.55	\$2.79	—	\$3.29	\$0.50 /unit
Mms Mega Peanut Butter Sh	\$1.97	\$3.59	—	\$4.09	\$0.50 /unit
Mms Minis Milk Chocolate	\$1.97	\$3.59	—	\$4.09	\$0.50 /unit
Ice Cubes Spearmint 40Pc	\$3.43	\$6.49	—	\$6.99	\$0.50 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Hersheys Cookies N Creme King Size 2.60 Oz	\$2.13	\$3.99	—	\$4.39	\$0.40 /unit
Topps Push Pop Berry Blas	\$1.61	\$2.99	—	\$3.39	\$0.40 /unit
Wrigleys Extra Polar Ice	\$3.11	\$5.99	—	\$6.39	\$0.40 /unit
Wrigleys Extra Spearmint	\$3.11	\$5.99	—	\$6.39	\$0.40 /unit
5 Gum Rain	\$1.55	\$2.99	—	\$3.29	\$0.30 /unit
Spree Chewy Candy	\$4.57	\$8.99	—	\$9.29	\$0.30 /unit
Skittles Share Size Bite	\$1.82	\$3.59	—	\$3.79	\$0.20 /unit
Sweetarts Ropes Collisn W	\$1.90	\$3.79	—	\$3.99	\$0.20 /unit
Airheads Bites Original Fruit 6 Oz	\$1.97	\$3.99	—	\$4.09	\$0.10 /unit
Caramello King Size	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Chick-O-Stick	\$1.10	\$2.29	—	\$2.39	\$0.10 /unit
Dove Dark Choc Reg	\$1.14	\$2.29	—	\$2.39	\$0.10 /unit
Hersheys Almonds King	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Hersheys King	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Ice Breakers Duo Fruit +	\$2.23	\$4.49	—	\$4.59	\$0.10 /unit
Kitkat King Size	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Mounds King	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Reeses Nutrageous	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Reeses Fast Break King Si	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Reeses King Size	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit
Reeses Sticks King Size	\$2.13	\$4.29	—	\$4.39	\$0.10 /unit

Section total: \$21.70 per unit across 41 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



Checked: **247 items sold, 648 units, \$1,974.52** in the window. **1** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); **196** more sold items still have no verified cost from any source.

SNACKS — TARGET: 50%

ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Hersheys Dipped Pretzels	\$2.51	\$4.99	49.7%	\$5.19	\$0.40 ×2 sold
Nabisco Nutter Butter Kin	\$1.56	\$2.99	47.8%	\$3.29	\$0.30 ×1 sold

Section total: \$0.70 per month at the window's pace — 2 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
Vienna Sausage	\$1.43	\$1.59	—	\$2.99	\$1.40 /unit
Vienna Sausage Barbecue	\$1.43	\$2.29	—	\$2.99	\$0.70 /unit
Nabisco Nutter Butter Kin	\$1.56	\$2.99	—	\$3.29	\$0.30 /unit
Hersheys Dipped Pretzels	\$2.51	\$4.99	—	\$5.19	\$0.20 /unit
Hersheys Dipped Pretzels	\$2.51	\$4.99	—	\$5.19	\$0.20 /unit
Honey Bun Glazed	\$1.44	\$2.79	—	\$2.99	\$0.20 /unit
Hostess Honey Bun Jumbo I	\$1.44	\$2.79	—	\$2.99	\$0.20 /unit

Section total: \$3.20 per unit across 7 items.

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

Checked: **268 items sold, 819 units, \$2,477.04** in the window. **4** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); **262** 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
Cougar L C Wingren	\$5.30	\$5.09	-4.1%	\$6.79	\$49.30 ×29 sold
Cougar Snuff	\$5.30	\$5.09	-4.1%	\$6.79	\$32.30 ×19 sold
-Grizzly Lc- Wintergreen	\$8.27	\$9.79	15.5%	\$10.49	\$16.10 ×23 sold
Black&Mild Ft Sweets .69C	\$0.72	\$0.69	-4.3%	\$1.09	\$13.20 ×33 sold
Pom Pom Slow Glow 1.39	\$1.18	\$1.39	15.1%	\$1.59	\$13.00 ×65 sold
Pom Pom Red 1.39	\$1.18	\$1.39	15.1%	\$1.59	\$10.40 ×52 sold
Copenhagen Fc Silver Lid	\$9.59	\$11.49	16.5%	\$12.09	\$9.00 ×15 sold
Copenhagen Ln Ct	\$9.59	\$11.49	16.5%	\$12.09	\$6.60 ×11 sold
Swisher Blk Save On 2 Smt	\$1.92	\$2.39	19.7%	\$2.59	\$5.00 ×25 sold
Pom Pom 1.39	\$1.18	\$1.39	15.1%	\$1.59	\$4.60 ×23 sold
Longhorn Fine Cut Natural	\$4.09	\$4.99	18.0%	\$5.29	\$4.20 ×14 sold
Pom Pom White Grape	\$1.18	\$1.39	15.1%	\$1.59	\$3.00 ×15 sold
Kayak Lc Straight	\$2.10	\$2.69	21.9%	\$2.79	\$2.20 ×22 sold
Zyn Spearmint 6Mg	\$4.36	\$5.49	20.6%	\$5.59	\$1.50 ×15 sold
Zyn Spearmint 3Mg	\$4.36	\$5.49	20.6%	\$5.59	\$1.30 ×13 sold
Zyn Nicotine Pch 6Mg Wtrg	\$4.36	\$5.49	20.6%	\$5.59	\$1.20 ×12 sold
4K'S 4/1.49 French Vanil1	\$1.12	\$1.49	24.8%	\$1.59	\$1.20 ×12 sold
Zyn Nicotine Pouches Citr	\$4.36	\$5.49	20.6%	\$5.59	\$1.10 ×11 sold

Section total: \$175.20 per month at the window's pace — 18 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
Cougar L C Straight	\$5.30	\$5.09	—	\$6.79	\$1.70 /unit
Cougar Snuff	\$5.30	\$5.09	—	\$6.79	\$1.70 /unit
-Grizzly Lc- Wintergreen	\$8.27	\$9.79	—	\$10.49	\$0.70 /unit
Copenhagen Fc Silver Lid	\$9.59	\$11.49	—	\$12.09	\$0.60 /unit
Copenhagen Ln Ct	\$9.59	\$11.49	—	\$12.09	\$0.60 /unit
Black&Mild Ft Sweets .69C	\$0.72	\$0.69	—	\$1.09	\$0.40 /unit
Blkmild Pk Of 5 Pt	\$7.27	\$8.99	—	\$9.19	\$0.20 /unit
Middleton Blk _ Mild	\$7.27	\$8.99	—	\$9.19	\$0.20 /unit
Swisher Blk Save On 2 Smt	\$1.92	\$2.39	—	\$2.59	\$0.20 /unit
White Owl Sweets Cigarill	\$1.48	\$1.79	—	\$1.99	\$0.20 /unit
Casion Plastic Nice	\$1.31	\$1.59	—	\$1.79	\$0.20 /unit
Pom Pom 1.39	\$1.18	\$1.39	—	\$1.59	\$0.20 /unit
Pom Pom Red 1.39	\$1.18	\$1.39	—	\$1.59	\$0.20 /unit
Pom Pom Slow Glow 1.39	\$1.18	\$1.39	—	\$1.59	\$0.20 /unit
Pom Pom White Grape	\$1.18	\$1.39	—	\$1.59	\$0.20 /unit
Black Mild Mild Pt Select	\$1.45	\$1.89	—	\$1.99	\$0.10 /unit
Black Mild Pt Wine	\$1.45	\$1.89	—	\$1.99	\$0.10 /unit
Kayak Lc Straight	\$2.10	\$2.69	—	\$2.79	\$0.10 /unit

Section total: \$7.80 per unit across 18 items.

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

Checked: **227 items sold, 1728 units, \$10,008.00** in the window. **41** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **2** of these, so no cost is shown for them; **186** more sold items still have no verified cost from any source.

GROCERY — TARGET: 50%



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Cookies Cream Ice Cream	\$1.97	\$2.99	34.1%	\$4.09	\$2.20 ×2 sold
Kind	\$1.96	\$3.49	43.8%	\$4.09	\$0.60 ×1 sold
Fulfil Chocolate Peanut Butter	\$1.96	\$3.69	46.9%	\$4.09	\$0.40 ×1 sold
Clif Cookies And Cream Bar	\$1.46	\$2.99	51.2%	\$3.09	\$0.10 ×1 sold

Section total: \$3.30 per month at the window's pace — 4 items that sold below target.

Cost sources: Douglas printed each-cost list 2026-09-30 · 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
Cookies Cream Ice Cream	\$1.97	\$2.99	—	\$4.09	\$1.10 /unit
Beach Cliff Sardines In Soybean Oil 3.75 Oz	\$1.41	\$2.09	—	\$2.99	\$0.90 /unit
Granulated Sugar	\$1.99	\$3.35	—	\$4.09	\$0.74 /unit

Section total: \$2.74 per unit across 3 items.

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

Checked: **32 items sold, 407 units, \$967.00** in the window. **9** 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; **22** 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
Bc Arthritis Strength 2	\$1.57	\$2.99	47.5%	\$3.29	\$6.30 ×21 sold
Click Compact Tampons, Super Absorbency, Unscented	\$6.14	\$10.59	42.0%	\$12.39	\$5.40 ×3 sold
Tweek Shot 2Z C-Top Berry	\$0.56	\$0.99	43.4%	\$1.29	\$5.10 ×17 sold
Always Ultra Thin Pads Overnight With Wings, Size 4, 16 Ct	\$4.93	\$7.99	38.3%	\$9.99	\$4.00 ×2 sold
Mag1 10W30	\$6.84	\$9.99	31.5%	\$13.79	\$3.80 ×1 sold
Bc Pain Relif 6	\$1.56	\$2.99	47.8%	\$3.29	\$3.60 ×12 sold
Luc11238 10.7 Oz Lucas Sure Start Premium Starting Fluid	\$5.10	\$9.49	46.3%	\$10.39	\$2.70 ×3 sold
Pennzoil 5W20	\$4.74	\$8.99	47.3%	\$9.59	\$2.40 ×4 sold
Ldrug Advil Liqqel Peg	\$1.98	\$2.99	33.8%	\$4.09	\$2.20 ×2 sold
Prim92006 1 Gal Primguard	\$3.44	\$5.99	42.6%	\$6.99	\$2.00 ×2 sold
5 Hr Energy Es Tropical B	\$2.05	\$3.99	48.6%	\$4.29	\$1.50 ×5 sold
Tweek Shot Pomograne	\$0.56	\$0.99	43.4%	\$1.29	\$1.50 ×5 sold
5 Hour Energy 5-Hour Energy Shot, Regular Strength, Watermelon, 1.93 Oz Cvs	\$2.05	\$3.99	48.6%	\$4.29	\$0.90 ×3 sold
Pure Guard 10W30 Oil 12/32Z	\$4.38	\$8.49	48.4%	\$8.89	\$0.80 ×2 sold
5 Hr Extra Strawberry Ban	\$2.05	\$3.99	48.6%	\$4.29	\$0.60 ×2 sold
Pennzoil 10 W 30	\$4.74	\$8.99	47.3%	\$9.59	\$0.60 ×1 sold
Tweaker Watermelon	\$0.56	\$0.99	43.4%	\$1.29	\$0.30 ×1 sold



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
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Tweek Shot 2Z C-Top Grape \$0.56 \$0.99 43.4% **\$1.29** \$0.30 ×1 sold

Section total: \$44.00 per month at the window's pace — 18 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 Fld	\$17.19	\$25.99	—	\$34.49	\$8.50 /unit
Mag1 10W30	\$6.84	\$9.99	—	\$13.79	\$3.80 /unit
Mag1 Syn Bld 5W20 Hi Mile	\$4.89	\$6.99	—	\$9.89	\$2.90 /unit
Lucas Upper Cylinder Lubr	\$4.51	\$6.99	—	\$9.19	\$2.20 /unit
Pennzoil Sae 5W-30 Motor	\$4.74	\$7.49	—	\$9.59	\$2.10 /unit
Always Ultra Thin Pads Overnight With Wings, Size 4, 16 Ct	\$4.93	\$7.99	—	\$9.99	\$2.00 /unit
Click Compact Tampons, Super Absorbency, Unscented	\$6.14	\$10.59	—	\$12.39	\$1.80 /unit
Stp Gas Treatment	\$2.69	\$3.99	—	\$5.49	\$1.50 /unit
Luc11238 10.7 Oz Lucas Sure Start Premium Starting Fluid	\$5.10	\$9.49	—	\$10.39	\$0.90 /unit
Pennzoil 10 W 30	\$4.74	\$8.99	—	\$9.59	\$0.60 /unit
Trojan Latex Condoms Ultr	\$2.71	\$4.99	—	\$5.59	\$0.60 /unit
Trojan Magnum Latex Condo	\$2.71	\$4.99	—	\$5.59	\$0.60 /unit



ITEM	COST	STORE PRICE	MARG IN	STATIONSY NC PRICE	SAVINGS
Pennzoil 5W20	\$4.74	\$8.99	—	\$9.59	\$0.60 /unit
5 Hour Energy Berry Es	\$2.05	\$3.99	—	\$4.29	\$0.30 /unit
Bc Arthritis Strength 2	\$1.57	\$2.99	—	\$3.29	\$0.30 /unit
Bc Pain Relif 6	\$1.56	\$2.99	—	\$3.29	\$0.30 /unit
Tweaker F Pop	\$0.56	\$0.99	—	\$1.29	\$0.30 /unit
2 Cycle Oil Mag	\$1.47	\$2.99	—	\$3.09	\$0.10 /unit

Section total: \$29.40 per unit across 18 items.

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

Checked: **62 items sold, 306 units, \$1,622.31** in the window. **28** of them carry a verified Douglas catalog cost (priced above wherever they sat below target); checked — Douglas does not carry **13** of these, so no cost is shown for them; **34** more sold items still have no verified cost from any source.

CIGARETTES — NEVER REPRICED — COUNTS ONLY

Checked: **111 items sold, 2144 units, \$13,336.97** in the window. Cigarettes are never repriced — counts only.

LOTTERY — STATE-SET PRICES — COUNTS ONLY

Checked: **37 items sold, 1873 units, \$5,116.96** in the window. State-set prices — counts only.

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

Checked: **52 items sold, 3411 units, \$13,432.62** in the window. Made in store — counts only.



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 — **116 items checked for this store: 82 carry a catalog cost, 34 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: **504 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.

