

Client 4 — Margin Report

Client 4 · 30 days: Sep 21 – Oct 20, 2026 · prices = what the register actually charged

Client 4 — gas station + convenience

74 items BELOW target · 107 GOOD · costed 190 of 1437 sold items (13.2% — lottery, cigarettes and long-tail items carry no cost on file).

POSSIBLE SAVINGS ON COSTED ITEMS: \$395.60/month — \$4,747/year

DEPARTMENT VERDICTS

Department	Target	Blended margin*	BELOW	GOOD	\$ left / mo
Automotive	50.0%	53.2%	1	3	\$0.70
Beer 15/18/24/30pk	12.0%	16.8%	0	3	\$0.00
Beer 6/12pk	25.0%	24.8%	16	8	\$63.60
Beer singles	30.0%	32.8%	1	2	\$4.00
Candy/gum	40.0%	50.1%	5	67	\$9.90
Grocery	40.0%	51.9%	0	5	\$0.00
HBA	50.0%	52.4%	2	2	\$4.50
Soda 12/15-packs (32% mid of 25–39% band)	32.0%	23.7%	3	0	\$13.00
Soda 2L (32% mid of 25–39% band)	32.0%	18.7%	2	0	\$2.10
Soda singles	60.0%	50.9%	38	3	\$253.40
Tobacco (excl. cigarettes)	20.0%	20.2%	6	14	\$44.40
Other costed items (no target set)	—	74.9%	0	0	\$0.00

* Blended margin on the items that have a cost on file. Departments with no costed items (wine — no wine invoice on file; cigarettes — no cost ever, information only) are not shown.

ITEMS BELOW TARGET — THE FIX LIST

Item | Cost | Store Price | Margin | StationSync Price | Savings. † = locked flat price used (formula price in the note).



Item	Cost	Store Price	Margin	StationSync Price	Savings
Redbull 12oz Soda singles · sold 24 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$33.60 in 30 days
BUSCH LT 12PK Beer 6/12pk · sold 20 in 30 days	\$10.80	\$13.39	19.3%	\$14.59	120¢/u · \$24.00 in 30 days
Pure Leaf Extra Sweet Tea 18.5O Btl Soda singles · sold 17 in 30 days	\$1.69	\$3.09	45.4%	\$4.39	130¢/u · \$22.10 in 30 days
pom pom red \$1.39 Tobacco (excl. cigarettes) · sold 86 in 30 days	\$1.18	\$1.39	14.8%	\$1.59	20¢/u · \$17.20 in 30 days
pom pom slow glow 1.39 Tobacco (excl. cigarettes) · sold 85 in 30 days	\$1.18	\$1.39	14.8%	\$1.59	20¢/u · \$17.00 in 30 days
Starbucks Frappuccino Vanilla Soda singles · sold 14 in 30 days	\$2.62	\$5.49	52.3%	\$6.69	120¢/u · \$16.80 in 30 days
Tweaker Freedom Pop 2Oz Soda singles · sold 27 in 30 days	\$0.56	\$0.99	43.3%	\$1.59	60¢/u · \$16.20 in 30 days
Starbucks Frappuccino Mocha Soda singles · sold 12 in 30 days	\$2.62	\$5.49	52.3%	\$6.69	120¢/u · \$14.40 in 30 days
Gatorade Cool Blue Soda singles · sold 8 in 30 days	\$2.16	\$3.79	43.1%	\$5.59	180¢/u · \$14.40 in 30 days
alani nu energy cotton candy - 12 fl oz Soda singles · sold 16 in 30 days	\$1.54	\$3.19	51.7%	\$3.99	80¢/u · \$12.80 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
alani energy pink slush 12 oz Soda singles · sold 15 in 30 days	\$1.54	\$3.19	51.7%	\$3.99	80¢/u · \$12.00 in 30 days
Mt. Dew 20oz Soda singles · sold 115 in 30 days · formula price \$4.29	\$1.66	\$3.10	46.2%	\$3.19 †	9¢/u · \$10.90 in 30 days
Brisk Iced Tea Blueberry Pomegranate Bottle 1L Soda singles · sold 7 in 30 days	\$1.45	\$2.29	36.7%	\$3.79	150¢/u · \$10.50 in 30 days
Starbucks Frappuccino Caramel Soda singles · sold 8 in 30 days	\$2.62	\$5.49	52.3%	\$6.69	120¢/u · \$9.60 in 30 days
Starbucks Doubleshot Energy Mocha Coffee Beverage 15O Can Soda singles · sold 7 in 30 days	\$2.62	\$5.49	52.3%	\$6.69	120¢/u · \$8.40 in 30 days
redbull wmelon 12 oz Soda singles · sold 6 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$8.40 in 30 days
CORONA 6PK Beer 6/12pk · sold 40 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$8.00 in 30 days
Crush Orange Soda singles · sold 5 in 30 days	\$1.66	\$2.69	38.3%	\$4.29	160¢/u · \$8.00 in 30 days
6 pack 12 oz cans Beer 6/12pk · sold 5 in 30 days	\$9.22	\$10.99	16.1%	\$12.49	150¢/u · \$7.50 in 30 days
Starbucks Doubleshot Energy Zero Sugar Dark Chocolate Soda singles · sold 6 in 30 days	\$2.62	\$5.49	52.3%	\$6.69	120¢/u · \$7.20 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
REDBULL COCONUT Soda singles · sold 5 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$7.00 in 30 days
Dr. Pepper 20oz Soda singles · sold 75 in 30 days · formula price \$3.89	\$1.51	\$3.10	51.3%	\$3.19 †	9¢/u · \$6.70 in 30 days
BUD LT 6PK Beer 6/12pk · sold 13 in 30 days	\$6.97	\$8.99	22.4%	\$9.49	50¢/u · \$6.50 in 30 days
twisted tea 6 pk btl Beer 6/12pk · sold 8 in 30 days	\$8.25	\$10.49	21.3%	\$11.19	70¢/u · \$5.60 in 30 days
alani strwsunr 24/12oz Soda singles · sold 7 in 30 days	\$1.54	\$3.19	51.7%	\$3.99	80¢/u · \$5.60 in 30 days
15 PK Dr Pepper Soda 12/15-packs (32% mid of 25–39% band) · sold 5 in 30 days · formula price \$12.79	\$8.62	\$10.99	21.5%	\$11.99 †	100¢/u · \$5.00 in 30 days
Cookies N Creambar Candy/gum · sold 12 in 30 days	\$1.97	\$3.14	37.1%	\$3.49	35¢/u · \$4.20 in 30 days
Swisher Sweets Blk Cherry 2 Ct Tobacco (excl. cigarettes) · sold 14 in 30 days	\$1.92	\$2.29	16.1%	\$2.59	30¢/u · \$4.20 in 30 days
2024 Red Bull Winter Edition XXXXX 12oz Singles - Can Soda singles · sold 3 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$4.20 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Coca Cola Coca-cola (fridge Pack) 12 oz Soda 12/15-packs (32% mid of 25–39% band) · sold 10 in 30 days · formula price \$12.59	\$8.49	\$11.59	26.8%	\$11.99 †	40¢/u · \$4.00 in 30 days
Beatbox Mt Grape 500ml Beer singles · sold 10 in 30 days	\$3.00	\$3.99	24.8%	\$4.39	40¢/u · \$4.00 in 30 days
mountain dew12pk Soda 12/15-packs (32% mid of 25–39% band) · sold 2 in 30 days · formula price \$13.09	\$8.78	\$9.99	12.2%	\$11.99 †	200¢/u · \$4.00 in 30 days
Pepsi 20oz Soda singles · sold 40 in 30 days · formula price \$4.29	\$1.66	\$3.10	46.2%	\$3.19 †	9¢/u · \$3.80 in 30 days
Dutch Masters Dutch Honey Fusion Golden Premium Cigarillos 2 Ct Tobacco (excl. cigarettes) · sold 8 in 30 days	\$1.68	\$1.84	8.6%	\$2.29	45¢/u · \$3.60 in 30 days
Coors Banquet 6pk Beer 6/12pk · sold 16 in 30 days	\$7.88	\$10.49	24.9%	\$10.69	20¢/u · \$3.20 in 30 days
M&M;'s Peanut King Candy/gum · sold 17 in 30 days	\$1.97	\$3.20	38.4%	\$3.39	19¢/u · \$3.20 in 30 days
Alani Nu Energy Hawaiian Shaved Ice 12Oz Soda singles · sold 4 in 30 days	\$1.54	\$3.29	53.1%	\$3.99	70¢/u · \$2.80 in 30 days
Tweaker Pometranate HBA · sold 8 in 30 days	\$0.56	\$0.99	43.3%	\$1.29	30¢/u · \$2.40 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
cayman jack marg 6pk Beer 6/12pk · sold 11 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$2.20 in 30 days
Diet Coke 20oz Soda singles · sold 22 in 30 days · formula price \$3.39	\$1.29	\$3.09	58.3%	\$3.19 †	10¢/u · \$2.10 in 30 days
Dole 100% Apple Juice 15.20 Btl Soda singles · sold 3 in 30 days	\$1.80	\$3.89	53.8%	\$4.59	70¢/u · \$2.10 in 30 days
Tweaker Grape HBA · sold 7 in 30 days	\$0.56	\$0.99	43.3%	\$1.29	30¢/u · \$2.10 in 30 days
dp zero sugar Soda singles · sold 19 in 30 days · formula price \$3.89	\$1.51	\$3.09	51.2%	\$3.19 †	10¢/u · \$1.90 in 30 days
RedSeal LC Wintergreen Tobacco (excl. cigarettes) · sold 6 in 30 days	\$7.89	\$9.69	18.6%	\$9.99	30¢/u · \$1.80 in 30 days
Gatorade Low Sugar 28 oz - Rain Berry Soda singles · sold 1 in 30 days	\$2.16	\$3.79	43.1%	\$5.59	180¢/u · \$1.80 in 30 days
Coke Zero 20oz Soda singles · sold 21 in 30 days · formula price \$3.39	\$1.29	\$3.11	58.5%	\$3.19 †	8¢/u · \$1.70 in 30 days
LOST 40 6PK Beer 6/12pk · sold 8 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$1.60 in 30 days
Mt. Dew Code Red Soda singles · sold 16 in 30 days · formula price \$4.29	\$1.66	\$3.09	46.1%	\$3.19 †	10¢/u · \$1.60 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Brisk Iced Tea Lemon Flavor 33.8O Btl Soda singles · sold 2 in 30 days	\$1.45	\$2.99	51.5%	\$3.79	80¢/u · \$1.60 in 30 days
2025 Red Bull Summer Edition 12oz Singles - Can Soda singles · sold 1 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$1.40 in 30 days
Michelob Amberbock Dark Lager Bottle Beer 6/12pk · sold 6 in 30 days	\$7.88	\$10.49	24.9%	\$10.69	20¢/u · \$1.20 in 30 days
2 LTR MT DEW Soda 2L (32% mid of 25–39% band) · sold 4 in 30 days · formula price \$4.59	\$3.00	\$3.69	18.7%	\$3.99 †	30¢/u · \$1.20 in 30 days
DOS EQUIS LAGER 6PK Beer 6/12pk · sold 5 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$1.00 in 30 days
20 oz Crush Grape Soda singles · sold 7 in 30 days · formula price \$4.29	\$1.66	\$3.06	45.8%	\$3.19 †	13¢/u · \$0.90 in 30 days
2 LTR PEPSI Soda 2L (32% mid of 25–39% band) · sold 3 in 30 days · formula price \$4.59	\$3.00	\$3.69	18.7%	\$3.99 †	30¢/u · \$0.90 in 30 days
Mounds Reg Candy/gum · sold 3 in 30 days	\$1.21	\$1.89	36.0%	\$2.19	30¢/u · \$0.90 in 30 days
Reese's Nutrageous King Candy/gum · sold 1 in 30 days	\$2.13	\$2.79	23.8%	\$3.69	90¢/u · \$0.90 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
drpep crm Soda singles · sold 8 in 30 days · formula price \$3.89	\$1.51	\$3.09	51.2%	\$3.19 †	10¢/u · \$0.80 in 30 days
Peak Blue Def Diesel Exhaust Fluid 2.50 Gal Automotive · sold 1 in 30 days	\$17.19	\$33.79	49.1%	\$34.49	70¢/u · \$0.70 in 30 days
Diet Dr. Pepper 20oz Soda singles · sold 10 in 30 days · formula price \$3.89	\$1.51	\$3.12	51.6%	\$3.19 †	7¢/u · \$0.70 in 30 days
sour starbrust Candy/gum · sold 1 in 30 days	\$1.82	\$2.49	26.9%	\$3.19	70¢/u · \$0.70 in 30 days
DOS EQ LAGER 12PK Beer 6/12pk · sold 3 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.60 in 30 days
Michelob UI Pure Gold 6pk Beer 6/12pk · sold 3 in 30 days	\$7.88	\$10.49	24.9%	\$10.69	20¢/u · \$0.60 in 30 days
Coke Vanilla Soda singles · sold 6 in 30 days · formula price \$3.89	\$1.51	\$3.09	51.2%	\$3.19 †	10¢/u · \$0.60 in 30 days
pom pom grape Tobacco (excl. cigarettes) · sold 3 in 30 days	\$1.18	\$1.39	14.8%	\$1.59	20¢/u · \$0.60 in 30 days
Cherry Coke 20oz Soda singles · sold 5 in 30 days · formula price \$3.89	\$1.51	\$3.09	51.2%	\$3.19 †	10¢/u · \$0.50 in 30 days
TRULY 12PK Beer 6/12pk · sold 2 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.40 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Twisted Tea Hard Iced Tea Party Pack Can Beer 6/12pk · sold 2 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.40 in 30 days
tryly lemonade mix pack Beer 6/12pk · sold 2 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.40 in 30 days
Pacifico Clara 6/12O Btl Beer 6/12pk · sold 2 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$0.40 in 30 days
Diet Pepsi 20oz Soda singles · sold 4 in 30 days · formula price \$3.69	\$1.40	\$3.12	55.1%	\$3.19 †	7¢/u · \$0.30 in 30 days
Coca-Cola 20oz Soda singles · sold 68 in 30 days · formula price \$3.39	\$1.29	\$3.19	59.6%	\$3.19 †	0¢/u · \$0.00 in 30 days
Propel Kiwi Strawberry Water 20O Btl Soda singles · sold 2 in 30 days · formula price \$4.19	\$1.60	\$3.59	55.3%	\$3.19 †	-40¢/u · \$0.00 in 30 days
Propel Strawberry Lemonade 20O Btl Soda singles · sold 1 in 30 days · formula price \$4.19	\$1.60	\$3.39	52.7%	\$3.19 †	-20¢/u · \$0.00 in 30 days
TOTAL — POSSIBLE SAVINGS					\$395.60 / month

CIGARETTES — INFORMATION ONLY

101 cigarette items sold, \$10,724.19 in 30 days. No cigarette cost exists in any invoice on file, so no margin is figured and no price is ever recommended for cigarettes.

HOW TO READ THIS



Margins use the price the register actually charged in the window and the newest distributor cost on file (Coke and Pepsi delivered invoices, Golden Eagle beer, Douglas). StationSync Price = your locked formula, rounded up to the second .x9 rung; where your locked flat prices apply (\$3.19 20oz · \$11.99 soda 12/15-packs · \$3.99 2L) the flat is used and the formula price is noted. Items with no cost on file cannot be figured — that list is the unlock list for the next invoice round.

