

Client 5 — Margin Report

Client 5 · 30 days: Sep 21 – Oct 20, 2026 · prices = what the register actually charged

Client 5 — convenience + fuel

53 items BELOW target · 65 GOOD · costed 125 of 1180 sold items (10.6% — lottery, cigarettes and long-tail items carry no cost on file).

POSSIBLE SAVINGS ON COSTED ITEMS: \$204.60/month — \$2,455/year

DEPARTMENT VERDICTS

Department	Target	Blended margin*	BELOW	GOOD	\$ left / mo
Automotive	50.0%	55.6%	1	2	\$1.00
Beer 15/18/24/30pk	12.0%	18.5%	1	2	\$0.60
Beer 6/12pk	25.0%	24.9%	12	4	\$32.70
Beer singles	30.0%	29.5%	1	1	\$6.00
Candy/gum	40.0%	49.1%	9	31	\$12.50
Grocery	40.0%	50.9%	0	8	\$0.00
HBA	50.0%	61.7%	1	4	\$3.90
Novelty / GM	50.0%	55.4%	0	1	\$0.00
Soda 12/15-packs (32% mid of 25–39% band)	32.0%	34.6%	0	1	\$0.00
Soda 2L (32% mid of 25–39% band)	32.0%	18.7%	1	0	\$0.30
Soda singles	60.0%	54.4%	21	3	\$105.30
Tobacco (excl. cigarettes)	20.0%	21.2%	6	8	\$42.30
Other costed items (no target set)	—	24.7%	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
Gatorade Cool Blue Soda singles · sold 14 in 30 days	\$2.16	\$3.79	43.1%	\$5.59	180¢/u · \$25.20 in 30 days
Redbull 12oz Soda singles · sold 13 in 30 days	\$2.29	\$4.39	47.9%	\$5.89	150¢/u · \$19.50 in 30 days
redbull wmelon 12 oz Soda singles · sold 11 in 30 days	\$2.29	\$4.39	47.9%	\$5.89	150¢/u · \$16.50 in 30 days
Copenhagen Snuff Tobacco (excl. cigarettes) · sold 37 in 30 days	\$9.59	\$11.67	17.8%	\$12.09	42¢/u · \$15.70 in 30 days
BUSCH LT 12PK Beer 6/12pk · sold 21 in 30 days	\$10.80	\$13.99	22.8%	\$14.59	60¢/u · \$12.60 in 30 days
RedSeal LC Wintergreen Tobacco (excl. cigarettes) · sold 21 in 30 days	\$7.89	\$9.42	16.2%	\$9.99	57¢/u · \$11.90 in 30 days
pom pom red \$1.39 Tobacco (excl. cigarettes) · sold 58 in 30 days	\$1.18	\$1.39	14.8%	\$1.59	20¢/u · \$11.60 in 30 days
Cookies N Creambar Candy/gum · sold 6 in 30 days	\$1.97	\$2.19	9.9%	\$3.49	130¢/u · \$7.80 in 30 days
Starbucks Frappuccino Mocha Soda singles · sold 7 in 30 days	\$2.62	\$5.59	53.2%	\$6.69	110¢/u · \$7.70 in 30 days
2025 Red Bull Summer Edition 12oz Singles - Can Soda singles · sold 5 in 30 days	\$2.29	\$4.39	47.9%	\$5.89	150¢/u · \$7.50 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
REDBULL COCONUT Soda singles · sold 5 in 30 days	\$2.29	\$4.39	47.9%	\$5.89	150¢/u · \$7.50 in 30 days
CHELADA BL 25OZ CAN Beer singles · sold 12 in 30 days	\$2.78	\$3.59	22.7%	\$4.09	50¢/u · \$6.00 in 30 days
redbull summer Soda singles · sold 4 in 30 days	\$2.29	\$4.49	49.0%	\$5.89	140¢/u · \$5.60 in 30 days
CORONA 12PK Beer 6/12pk · sold 26 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$5.20 in 30 days
White Claw Hard Seltzer Variety Pack 12/12O Can Beer 6/12pk · sold 10 in 30 days	\$16.00	\$20.99	23.8%	\$21.49	50¢/u · \$5.00 in 30 days
Dr. Pepper 20oz Soda singles · sold 57 in 30 days · formula price \$3.89	\$1.51	\$3.10	51.4%	\$3.19 †	9¢/u · \$4.90 in 30 days
Tweaker Grape HBA · sold 13 in 30 days	\$0.56	\$0.99	43.3%	\$1.29	30¢/u · \$3.90 in 30 days
Starbucks Doubleshot Energy Mocha Coffee Beverage 15O Can Soda singles · sold 3 in 30 days	\$2.62	\$5.59	53.2%	\$6.69	110¢/u · \$3.30 in 30 days
Michelob Amberbock Dark Lager Bottle Beer 6/12pk · sold 15 in 30 days	\$7.88	\$10.49	24.9%	\$10.69	20¢/u · \$3.00 in 30 days
Brisk Tea/Lemonade Soda singles · sold 4 in 30 days	\$1.45	\$3.09	53.1%	\$3.79	70¢/u · \$2.80 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Dr. Pepper Zero Sugar 20oz Soda singles · sold 20 in 30 days · formula price \$3.89	\$1.51	\$3.10	51.3%	\$3.19 †	9¢/u · \$1.80 in 30 days
DOS EQ LAGER 12PK Beer 6/12pk · sold 3 in 30 days	\$16.00	\$20.99	23.8%	\$21.49	50¢/u · \$1.50 in 30 days
Diet Dr. Pepper 20oz Soda singles · sold 17 in 30 days · formula price \$3.89	\$1.51	\$3.10	51.3%	\$3.19 †	9¢/u · \$1.50 in 30 days
Coors Banquet 6pk Beer 6/12pk · sold 2 in 30 days	\$7.88	\$9.99	21.1%	\$10.69	70¢/u · \$1.40 in 30 days
CORONA 6PK Beer 6/12pk · sold 6 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$1.20 in 30 days
Black & Mild Wood Tip Tobacco (excl. cigarettes) · sold 6 in 30 days	\$1.55	\$1.89	17.8%	\$2.09	20¢/u · \$1.20 in 30 days
Snickers' Peanut Butter Candy/gum · sold 3 in 30 days	\$1.97	\$3.09	36.1%	\$3.49	40¢/u · \$1.20 in 30 days
Hershey's Almond King Candy/gum · sold 5 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$1.00 in 30 days
Black & Mild Wine Wood Tip Tobacco (excl. cigarettes) · sold 5 in 30 days	\$1.55	\$1.89	17.8%	\$2.09	20¢/u · \$1.00 in 30 days
Pennzoil Sae 5W-20 Motor Oil 1 Qt Automotive · sold 1 in 30 days	\$4.74	\$8.59	44.9%	\$9.59	100¢/u · \$1.00 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Zig-Zag Wraps Straight Up 4pk Tobacco (excl. cigarettes) · sold 3 in 30 days	\$1.29	\$1.49	13.3%	\$1.79	30¢/u · \$0.90 in 30 days
alani pink slush Soda singles · sold 1 in 30 days	\$1.54	\$3.09	50.1%	\$3.99	90¢/u · \$0.90 in 30 days
Pacifico Clara 6/12O Btl Beer 6/12pk · sold 4 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$0.80 in 30 days
LOST 40 6PK Beer 6/12pk · sold 4 in 30 days	\$8.25	\$10.99	24.9%	\$11.19	20¢/u · \$0.80 in 30 days
Hershey's King Candy/gum · sold 4 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$0.80 in 30 days
tryly lemonade mix pack Beer 6/12pk · sold 3 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.60 in 30 days
BUSCH 30PK Beer 15/18/24/30pk · sold 1 in 30 days	\$23.25	\$25.99	10.5%	\$26.59	60¢/u · \$0.60 in 30 days
Reese's Fast Break King Candy/gum · sold 3 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$0.60 in 30 days
Minute Maid Lemonade 20 Oz Btl Soda singles · sold 2 in 30 days · formula price \$3.09	\$1.18	\$2.89	59.3%	\$3.19 †	30¢/u · \$0.60 in 30 days
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



Item	Cost	Store Price	Margin	StationSync Price	Savings
Payday King Candy/gum · sold 2 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$0.40 in 30 days
2 LTR MT DEW Soda 2L (32% mid of 25–39% band) · sold 1 in 30 days · formula price \$4.59	\$3.00	\$3.69	18.7%	\$3.99 †	30¢/u · \$0.30 in 30 days
M&M;'S MEGA PEANUT BUTTER SHARE SIZE 2.83 OUNCES Candy/gum · sold 1 in 30 days	\$1.97	\$3.09	36.1%	\$3.39	30¢/u · \$0.30 in 30 days
MODELO ESP 12 PK BTL Beer 6/12pk · sold 1 in 30 days	\$16.00	\$21.29	24.9%	\$21.49	20¢/u · \$0.20 in 30 days
Caramello King Candy/gum · sold 1 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$0.20 in 30 days
Kit Kat King Candy/gum · sold 1 in 30 days	\$2.13	\$3.49	39.1%	\$3.69	20¢/u · \$0.20 in 30 days
Coca-Cola 20oz Soda singles · sold 72 in 30 days · formula price \$3.39	\$1.29	\$3.19	59.6%	\$3.19 †	0¢/u · \$0.00 in 30 days
Mt. Dew 20oz Soda singles · sold 45 in 30 days · formula price \$4.29	\$1.66	\$3.19	47.8%	\$3.19 †	0¢/u · \$0.00 in 30 days
Pepsi 20oz Soda singles · sold 38 in 30 days · formula price \$4.29	\$1.66	\$3.19	47.8%	\$3.19 †	0¢/u · \$0.00 in 30 days
Coke Vanilla Soda singles · sold 25 in 30 days · formula price \$3.89	\$1.51	\$3.19	52.7%	\$3.19 †	0¢/u · \$0.00 in 30 days



Item	Cost	Store Price	Margin	StationSync Price	Savings
Coke Zero 20oz Soda singles · sold 10 in 30 days · formula price \$3.39	\$1.29	\$3.19	59.6%	\$3.19 †	0¢/u · \$0.00 in 30 days
Cherry Coke 20oz Soda singles · sold 6 in 30 days · formula price \$3.89	\$1.51	\$3.19	52.7%	\$3.19 †	0¢/u · \$0.00 in 30 days
Diet Coke 20oz Soda singles · sold 6 in 30 days · formula price \$3.39	\$1.29	\$3.19	59.6%	\$3.19 †	0¢/u · \$0.00 in 30 days
TOTAL — POSSIBLE SAVINGS					\$204.60 / month

CIGARETTES — INFORMATION ONLY

115 cigarette items sold, \$29,439.39 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.

