

Category Margin Summary

Category	Items	Avg Margin	Target	vs Target
Breakfast	1	97.8%	72%	+25.8%
Sides	1	87.6%	68%	+19.6%
Baked Goods	2	65.4%	71%	-5.6%
Retail	2	41.3%	71%	-29.7%

Top 10 — Profit Margin %

Item	Category	Sell Price	Cost	Margin	Target
Big Breakfast	Breakfast	\$28.00	\$0.58	97.7%	72%
LUXE Eggs	Sides	\$14.00	\$1.58	87.6%	68%
Banana Bread	Baked Goods	\$7.50	\$1.76	74.2%	71%
Almond Croissant	Baked Goods	\$7.50	\$2.96	56.6%	71%
Decaf 250g	Retail	\$25.00	\$11.00	51.6%	71%
Coffee 1kg	Retail	\$50.00	\$29.00	36.2%	71%

Bottom 10 — Profit Margin %

Item	Category	Sell Price	Cost	Margin	Target
Coffee 1kg	Retail	\$50.00	\$29.00	36.2%	71%
Decaf 250g	Retail	\$25.00	\$11.00	51.6%	71%
Almond Croissant	Baked Goods	\$7.50	\$2.96	56.6%	71%
Banana Bread	Baked Goods	\$7.50	\$1.76	74.2%	71%
LUXE Eggs	Sides	\$14.00	\$1.58	87.6%	68%
Big Breakfast	Breakfast	\$28.00	\$0.58	97.7%	72%

Top 10 — Contribution Margin (Gross Profit \$)

Item	Category	Sell Price	Cost	Gross Profit	Margin
Big Breakfast	Breakfast	\$28.00	\$0.58	\$24.88	97.7%
Coffee 1kg	Retail	\$50.00	\$29.00	\$16.45	36.2%
Decaf 250g	Retail	\$25.00	\$11.00	\$11.73	51.6%
LUXE Eggs	Sides	\$14.00	\$1.58	\$11.15	87.6%
Banana Bread	Baked Goods	\$7.50	\$1.76	\$5.06	74.2%
Almond Croissant	Baked Goods	\$7.50	\$2.96	\$3.86	56.6%

Bottom 10 — Contribution Margin (Gross Profit \$)

Item	Category	Sell Price	Cost	Gross Profit	Margin
Almond Croissant	Baked Goods	\$7.50	\$2.96	\$3.86	56.6%
Banana Bread	Baked Goods	\$7.50	\$1.76	\$5.06	74.2%
LUXE Eggs	Sides	\$14.00	\$1.58	\$11.15	87.6%
Decaf 250g	Retail	\$25.00	\$11.00	\$11.73	51.6%
Coffee 1kg	Retail	\$50.00	\$29.00	\$16.45	36.2%
Big Breakfast	Breakfast	\$28.00	\$0.58	\$24.88	97.7%

Suggested Price Increases

Items currently below their category margin target. Suggested prices are rounded to the nearest \$0.50 inc. GST.

Item	Current Price	Suggested Price	Increase	Current Margin	Target
Coffee 1kg	\$50.00	\$110.00	+\$60.00	36.2%	71%
Decaf 250g	\$25.00	\$41.50	+\$16.50	51.6%	71%
Almond Croissant	\$7.50	\$11.00	+\$3.50	56.6%	71%