

# Price Review Report

**Business Name:** Dreamy Bites

**Report Date:** 15<sup>th</sup> December, 2018

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## Updated Cookie Pricing

Following a recent meeting, Dreamy Bites has revised the selling and production costs of its cookies. The updated pricing is effective immediately and aims to enhance profitability while maintaining the premium quality our customers love.

Cookie Type	Selling Cost Per Cookie	Production Cost Per Cookie
Chocolate Chip	\$5.00	\$2.00
Fortune Cookie	\$1.00	\$0.50
Oatmeal Raisin	\$5.00	\$2.20
Snickerdoodle	\$4.00	\$1.50
Sugar	\$3.00	\$1.25
White Chocolate Macadamia Nut	\$6.00	\$2.75

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## Highlights of the Update

- Enhanced Profit Margins:** Adjustments were made to ensure profitability aligns with production costs and market competitiveness.
  - Consistent Quality Assurance:** The production cost ensures premium ingredients and adherence to our high-quality standards.
  - Customer-Centric Pricing:** The selling costs remain attractive to our customer base while reflecting the value of Dreamy Bites' offerings.
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## Next Steps

- Update all internal systems and sales materials with the new pricing.
- Communicate the updated pricing to our retail partners and distributors.
- Monitor customer feedback and sales performance to evaluate the impact of this change.

For any questions or further clarifications, please contact the Dreamy Bites Finance Team.

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**Dreamy Bites – Delivering Sweet Dreams, One Bite at a Time**