

Recommendations

Based on the Gross Margin Percentage, the following are some recommendations:

- Either discontinue or raise the prices of the following products:
 - Chemex Filters (avg. GMP at 16.31%)
 - Minimalist Keychain (avg. GMP at 16.35%)
 - Logo Hoodie (avg. GMP at 16.61%)
- Further, the product Gooseneck Electric Kettle has an avg. GMP at 29.07%, being almost at the threshold, thus a slight price adjustment would help to put it above the 30% margin.
- Alternation must be made to the pricing of these products, as they are harming the gross margin of the business due to being negatively affected by growing COGS.