🧾 Menu/Inventory Engineering Cheat Sheet

Quick strategies to improve product profitability

# 🛑 Identify These First:

• Low-Margin Bestsellers = Fix price or cost

• Slow-Moving Low-Margin = Remove or replace

• High-Margin Low-Sellers = Promote better

# 🔧 What to Do:

Product Type Action

High Profit, High Sales ⭐ Keep and Promote More

High Profit, Low Sales 🚀 Push via Ads, Bundles

Low Profit, High Sales 💸 Raise Price or Cut Cost

Low Profit, Low Sales ❌ Remove or Bundle with Profitable Products

# 💡 Profit Boosting Tactics:

• Bundle low-sellers with high-margins

• Use charm pricing: $29 → $27 or $29.99

• Offer “Best Value” labels to shift attention

• Track weekly performance by category

# 📘 Product-Mix Optimization Worksheet

Score each product based on 5 profit-impact factors (1–5 scale)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Product Name | Margin Score | Sales Volume Score | Popularity Score | Seasonality Score | Upsell/Cross-sell Score | Total |
| Product A | 5 | 4 | 5 | 3 | 4 | =SUM(B2:F2) |
| Product B | 4 | 3 | 4 | 5 | 3 | =SUM(B3:F3) |
| Product C | 2 | 2 | 3 | 2 | 1 | =SUM(B4:F4) |
| Product D | 5 | 5 | 5 | 4 | 5 | =SUM(B5:F5) |
| Product E | 3 | 3 | 2 | 1 | 2 | =SUM(B6:F6) |