

ADVISORY SERVICE

# Margin Analysis

Find Your Profit Sweet Spot

## \$450

per project, starting at

Final price confirmed after a quick conversation.

Not all sales are created equal. Some products or services bring in far more profit than others, and knowing which is which can transform your bottom line.

Our **Margin Analysis** service helps you identify your most profitable offerings, optimize pricing and focus on what truly drives growth.

### Who It's For

- Businesses with multiple products or service lines.
- Owners unsure which offerings are most profitable.
- Companies considering price changes or cost reductions.

### Questions This Helps You Answer

- “ Which of my services actually makes money?
- “ Revenue went up, so why didn't profit?
- “ I need to raise prices. By how much?

### What's Included

- ✓ **Cost Breakdown Analysis** – Understand the true cost of delivering each product or service.
- ✓ **Gross Margin Calculation** – See exactly how much profit each sale generates.
- ✓ **Profitability Ranking** – Identify your top- and bottom-performing offerings.
- ✓ **Pricing Strategy Recommendations** – Adjust prices to maximize profit without losing customers.
- ✓ **Ongoing Monitoring Option** – Track margins over time to stay competitive.

### Why It Matters

With margin insights, you can:

- Focus on your most profitable offerings.
- Eliminate or improve low-margin products.
- Set prices that reflect true value and cost.

### Our Approach

We combine detailed cost analysis with market insight to give you a clear, actionable plan for boosting profitability, without guesswork.

### A Real-World Example

*Example only:* A service business learns its highest-revenue service is one of its lowest-margin. A price change on that one service raises overall margin, with the same customers.

**Pricing** – Starting at \$450 per project. We'll confirm your price after a quick conversation about your products, services and goals.

## Questions about your quote?

Call or email anytime. You'll hear back from Lorelei directly.

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