

C - STORE

PROFIT MARGIN IMPROVEMENT

WORKSHEET



A practical, fillable guide to help convenience store teams identify and implement strategies that improve profit margin — fast.

Built using the ABC Inventory Method to help you focus time and effort where it delivers the most ROI.

1. Quick Start: Where Are You Now?



Rate your current visibility and control over your profit margins.

QUESTION	NO	YES	1 = Not at all, 5 = Absolutely				
Do you know your average profit margin by category (fuel, foodservice, packaged, etc.)?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are you tracking item-level profitability across top-selling SKUs?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Have you segmented your inventory and vendors by impact to margin (A/B/C)?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Are your loyalty, fuel rewards, and mobile apps driving margin—not just visits?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>
Do you integrate pricing, inventory, and promotions across systems (POS, back office, digital)?	<input type="radio"/>	<input type="radio"/>	<input type="text" value="1"/>	<input type="text" value="2"/>	<input type="text" value="3"/>	<input type="text" value="4"/>	<input type="text" value="5"/>

What's your current average profit margin (non-fuel)? %

2. Prioritize: ABC Margin Levers



Use this chart to identify margin levers by impact level. Check off actions, assign ownership, and set dates.

A High-Impact Margin Levers

	ACTION	OWNER	DUE DATE	METRIC
<input type="radio"/>	Promote private-label or high-margin items via loyalty program			
<input type="radio"/>	Remove low-turnover SKUs from top-selling shelf space			
<input type="radio"/>	Bundle prepared food with high-margin beverages or snacks			
<input type="radio"/>	Optimize pricing on top 100 selling SKUs using POS data			
<input type="radio"/>	Use digital promotions to drive repeat fuel + in-store spend			
<input type="radio"/>	Automate staffing during slow/peak hours to reduce labor waste			
<input type="radio"/>	Drive upsells via self-checkout screen prompts			



Paytronix clients who use loyalty + digital promotions see up to 10% increase in per-visit spend.

B Medium-Impact Margin Levers

	ACTION	OWNER	DUE DATE	METRIC
<input type="radio"/>	Negotiate vendor rebates based on sales performance			
<input type="radio"/>	Offer combo discounts that steer traffic to higher-margin items			
<input type="radio"/>	Use mobile push to re-engage lapsed app users			
<input type="radio"/>	Test weekday-only promotions to boost slower periods			
<input type="radio"/>	Digitize gift card sales and rewards			
<input type="radio"/>	Reduce theft/shrink through automated inventory tracking			

C Low-Impact or Optional Levers

	ACTION	OWNER	DUE DATE	METRIC
<input type="radio"/>	Highlight eco/local items for values-driven shoppers			
<input type="radio"/>	Test new merch layouts for impulse buy optimization			
<input type="radio"/>	Run short-term giveaways to encourage loyalty app use			
<input type="radio"/>	Add signage for mobile ordering or scan-and-go			
<input type="radio"/>	Host community days with exclusive in-app deals			

3. Execute: Your 30-Day Action Plan



Pick the top three actions that will move the needle most for your store or chain. Focus on A items first.

ACTION	OWNER	LAUNCH DATE	CHECK-IN DATE



What can you stop doing right now to save money or refocus resources?

4. Bonus Calculator: What's 1% Worth?



Even a 1% boost in profit margin can unlock major dollars for c-stores with strong volume.

	CURRENT MARGINS	→	ADD 1% MARGIN	
Monthly Revenue (non-fuel)				Monthly Lift
Current Profit Margin				Annual Lift
Current Monthly Profit				New Monthly Profit



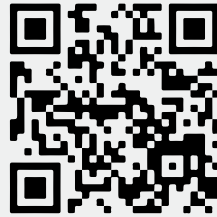
Example: If your c-store chain brings in \$500,000/month and adds 1% to margin, that's \$5,000/mo or \$60,000/year in extra profit.

5. Next Step: Unlock New Margin Opportunities



Want expert insight into which tactics could net your store 5–10% more profit?

Book a personalized demo of the Paytronix platform today!



[Paytronix.com](https://paytronix.com)



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