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Category & Product Margin Analyzer

Agri-Inputs & Farm Supply

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Analyses margins across categories and products for an input dealer — gross margin, scheme income, credit cost and net contribution by category — to steer the mix toward real profit. Use it to optimise the product mix. For pricing use the Price & Margin Optimizer.

Purpose of this tool & output

See where the real profit comes from

How the output is used

Use it to see where the real profit comes from — category and product margins after credit and expiry costs, so you push the lines that actually pay.

Who should vet it

Your accountant, to confirm the category costs, credit cost and shrinkage that go into the true margin.

Important cautions

Headline margin misleads — factor scheme income, credit/finance cost, bad-debt and expiry risk to see true net contribution. Fertilizer is thin but scheme-supported and fast; high-margin pesticide can be eroded by credit and expiry. Shift mix toward genuine net earners. Indicative analysis.

Companion documents

- Agri-Input Shop P&L Modeller
- Dealership Working Capital Planner
- Dealership Break-Even Calculator
- Credit Cost & Financing Modeller
- Dealership Cash-Flow & Seasonality Planner
- Dealership Valuation Guide

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