

Margin & Attach Management

Consumer Electronics & Appliances

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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 margin across your business from discrete inputs — thin product margin vs high-margin attach (accessories, EW, finance, service, AMC) and mix — and shows where profit really comes from and how to grow the attach/service mix. Use it to lift profitability. For the P&L use the Store P&L Modeller.

Purpose of this tool & output

Grow the attach that makes the profit

How the output is used

Use it to grow the attach that makes the profit — margin and attach management that shifts the mix toward high-margin add-ons.

Important cautions

Product margins are thin; profit comes from attach (accessories, extended warranty, finance commission) and service/AMC — small increases in attach rate move the bottom line far more than chasing product-price margin. Manage and grow the attach mix.

Companion documents

- Pricing & Margin Strategy
- Competitive / Online Price Response
- Discount & Negotiation Policy
- Finance & Warranty Commission Optimization
- Price List & Update Management

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.