

# Ways to Increase Profitability

## FOR EARLY STAGE CPG BRANDS

Identify and focus on selling your most profitable products.

Break down your margins and profit by sales channel.

Look at your COGS on a regular basis. Review supply chain costs, pricing, and relationships regularly.

Chart your cash conversion cycle and plan around it.

Make smarter, more strategic debt and fundraising choices. Be aware of the costs and timing.

Consult these resources to get started on a plan:

### COGS • MARGINS • INVENTORY MANAGEMENT



THE INVENTORY HANDBOOK EBOOK  
GET ORGANIZED FOR CASHFLOW'S SAKE  
BUYING INVENTORY: FIVE AREAS TO FOCUS ON  
ACCOUNTING FOR INVENTORY AND COGS  
THE INVENTORY WORKBOOK  
MARGIN ANALYSIS: KPIS + MARGINS TO ANALYZE  
INVENTORY MANAGEMENT GUIDE - CPG ENTREPRENEURS



### DEBT FINANCING AND CASH RAISING



BRIDGE FINANCE GROUP - HELPING EARLY STAGE CPG BRANDS WITH FUNDING



PODCAST WITH MARC LEVIT - CROWDFUNDING  
KEITH KOHLER - THE FINANCING MAN  
FIVE STEPS TO BE DEBT FINANCING READY

### BENCHMARKING AND METRICS

KPIS FOR FOOD, BEVERAGE AND CPG BRANDS  
CPG BENCHMARKS - RODEO X ACCOUNTFULLY



### RETAIL PARTNERSHIP AND DISTRIBUTION



GUIDE TO GROCERY DISTRIBUTORS  
DEDUCTIONS MANAGEMENT TIPS  
HOW TO NOT FAIL AT RETAIL CPG  
FIVE THINGS YOU NEED TO KNOW WHEN MOVING FROM DTC TO RETAIL

### FOLLOW FOR MORE TIPS AND ADVICE



FOODBEVY'S STARTUP TO SCALE PODCAST



ACCOUNTFULLY'S THE MONTH END PODCAST



MAKING CENTS ACCOUNTING FAQS

Get in touch with industry experts that can help:

**foodbevy**

Empowering Food and Beverage Founders From Startup Through Scale



**Accountfully**

OUTSOURCED ACCOUNTING