Belle Curve Insights · Big-firm analytics for small business

SAMPLE

Profit Leak Audit

MARIGOLD & MAIN — RETAIL (SAMPLE)

QuickBooks-only review · Prepared for owner review · Illustrative, fully de-identified · Annual revenue $980K

~$90,000

in annual profit opportunity, **from your QuickBooks data alone** — plus roughly $100K of cash tied up. A point-of-sale review typically finds more. **Illustrative figures, not a real result.**

$980K	46%	~$100K	~$90K
Annual revenue	Gross margin vs ~52% for peers	Cash tied up in slow inventory	Profit opportunity found in the books

TOP FINDINGS — FROM QUICKBOOKS ALONE

1 Gross margin is slipping — and the P&L shows how much $30,000/yr

Gross margin has fallen from **50% (2023) to 46% (2025)** as cost of goods climbed faster than sales — about four points of margin on ~$980K in sales. Recovering part of it through pricing and markdown discipline could be worth around **$30,000/yr**. (Pinpointing which products needs your POS.)

2 Cash is parked in inventory that's turning too slowly $15,000/yr + ~$90K cash

The balance sheet carries **~$305K of inventory** against ~$450K of annual cost of goods — roughly **1.5 turns a year** versus **~2.7** for a healthy boutique. That's about **$90,000** of extra cash on the shelves, and slow stock eventually gets marked down. Tighter buying frees the cash and avoids an estimated **$15,000/yr** in markdown loss.

3 Operating overhead is outrunning revenue $14,000/yr

Over two years, operating expenses grew about **11%** while revenue grew ~**3%**. A handful of categories — software, shipping supplies, miscellaneous — crept up quietly. Bringing overhead back in line with sales could recover roughly **$14,000/yr**.

4 Money left on the table with vendors $16,000/yr

Several vendors offer **2/10 net-30** early-pay terms that aren't being taken — about **$9,800/yr** — freight isn't consolidated, and a couple of lines are bought above available wholesale. All visible in the bills, and none of it touches a price tag.

5 Card-processing fees and overlapping software $11,000/yr

Merchant fees are running about **3.0%** of card sales versus roughly **2.5%** achievable for this volume, and a duplicate subscription is billed alongside a tool that already does the job. Re-quoting processing and cutting the overlap could recover about **$11,000/yr**.

6 Wholesale / corporate accounts are slow to pay $4,500/yr + ~$14K cash

Commercial and corporate-gifting invoices show **$22,400** aged past 60 days and a DSO of **44 days** vs a ~30-day target. Tighter terms and a simple reminder cadence could free about **$14,000** of cash and prevent an estimated **$4,500/yr** in write-offs.

TOP OPPORTUNITIES — RANKED BY IMPACT

#1 **Correct pricing & markdown discipline.** Reverse the margin slide with a tighter promo calendar and staged markdowns — the single biggest lever in the books. **$30,000/yr**

#2 **Free the cash in slow inventory.** Buy to turns and clear aged stock on a schedule — releases working capital and stops forced markdowns. **$15,000/yr** + ~$90K cash

#3 **Recover vendor terms & card fees.** Take early-pay discounts, consolidate freight, re-quote processing, cut duplicate software. **$27,000/yr**

■ YOUR QUICK WIN — DO THIS IN 20 MINUTES

Pull your **Profit & Loss for the last 24 months** and your **inventory valuation**. Compare gross margin now vs. two years ago, and inventory value against annual cost of goods. Those two numbers alone reveal the margin leak and the cash trapped on your shelves — before you change a single price.

Want us to find these leaks in your books?

Send your QuickBooks exports and we'll show you exactly where the money is.
Reach out anytime at **sandra@bellecurveinsights.com**