THE CASH FLOW AUDIT

Your next decisions

Kennesaw Kitchen Co. | Three locations
Reporting period: July 1-31, 2026 | Prepared by Gabriel Wind, Founder & Analyst

$219,640	61.3%	$9,180
July sales Up 6.2% vs. June	Gross margin Down 1.3 points vs. June	Illustrative flagged stock At cost; not recovered cash

Three findings that matter

1. Growth is uneven. Kennesaw and Marietta need closer margin review; Woodstock is a useful comparison, not proof of a single cause.

2. Marietta holds the largest flagged-stock balance. Check inventory, waste records and storage processes before selecting a remedy.

3. Supplier costs are rising. Reconcile recipe costs and menu prices by location before a coordinated pricing test.

INCLUDED WITH YOUR PRO PLAN | ACTION PLANNING

Action plan for the next seven days

Order	Owner	Action	Decision
1	Marietta manager	Review waste/stock records and inspect storage and rotation.	Agree a cause-check plan.
2	Gabriel + owner	Reconcile Kennesaw margin and update burger recipe cost.	Approve or reject a pricing test.
3	All managers	Review flagged items and compare operating practices.	Name an owner and review date.

This is a demonstration of the report format, using fictional business figures. Opportunities are estimates, not achieved results. Your impact summary separates inventory value, one-time cash recovery and recurring operating improvement.

01 / THE CASH TRAP REPORT

Compare the locations

July 2026 | Separate results, common definitions

Location	Sales	Margin	Flagged stock at cost	Priority
Kennesaw (Main)	$84,210	61.2%	$3,180	Recipe costs and pricing
Marietta	$71,450	58.9%	$4,760	Validate waste and storage
Woodstock	$63,980	64.1%	$1,240	Confirm repeatable practices
Total / weighted	$219,640	61.3%	$9,180	Coordinate approved actions

Sales and flagged-stock balances sum across locations. Gross margin is revenue-weighted: approximately 61.30%. Company sales rose 6.2% from June ($206,900); blended margin fell from 62.6% to 61.3%, a 1.3-point change.

Marietta: verify the cause before the remedy

The source scenario flags elevated protein spoilage. Request item-level waste records, receipt dates, stock rotation and temperature logs. Comparable days of supply do not establish temperature drift as the cause. A storage review is a diagnostic step, not a proven savings intervention.

Kennesaw: protect profitable demand

Kennesaw item	Units	Revenue	Margin
Grilled Salmon Plate	412	$8,652	68%
House Burger	587	$7,344	64%
Craft Draft Beer (16oz)	1,203	$6,015	71%
Fish Tacos (3pc)	349	$5,584	66%
Classic Margarita	621	$5,285	74%
Loaded Fries	402	$3,618	69%

These item figures cover **Kennesaw only**. A company-wide ranking requires the other locations' item-level records. Compare gross-profit dollars as well as unit volume before selecting priorities.

02 / THE PRICING & PURCHASING PLAYBOOK

Coordinate the response

A location-specific action register with a shared review cadence

Location	Signal from the sample	Action / evidence needed
Kennesaw	Three low-volume menu/stock items; several velocity declines	Review salad, sparkling water and squash. Validate shared ingredients before a menu decision.
Marietta	Truffle Fries: 6 units, 20% margin; Kombucha: 9 units, 18% margin	Review recipe profitability and stock records; confirm which inventory is actually attributable to each item.
Marietta	Mahi Tacos: -58.1% (Slow Mover); Sweet Potato Fries: -39.6% (Slowing)	Check availability and seasonality before acting on either velocity flag.
Woodstock	Highest reported margin; lowest flagged-stock balance	Document purchasing/rotation practices; validate comparability before adopting them elsewhere.

Shared supplier exposure

Input / vendor	Source change	Company action
Salmon / Gulf Coast Seafood	+11.4%	Validate matched unit costs and location volumes.
Beef / Heritage Beef & Poultry	+9.0%	Update recipe costs; evaluate a controlled price test.
Produce / Fresh Valley	+6.8%	Check yield, waste and portion assumptions.
Beverages / Metro	+2.1%	Monitor realized margin by location.

A shared supplier does not mean equal impact: order volumes, product mix, contract terms and waste vary by location. A consistent menu price may be useful, but validate each location's demand and costs before standardizing.

Included with your Pro plan

Monthly walkthrough + action planning: review findings, approve actions and assign managers. **Quarterly strategy session:** review measured outcomes, supplier exposure and shared operating practices. **Live dashboard access:** monitor between reports; setup and refresh cadence are confirmed at onboarding.

03 / YOUR GROWTH CAPACITY NUMBER

Size the opportunity

A transparent opportunity register, not a single mixed savings total

Opportunity	Amount	Timing / basis	What supports the estimate
Stock flagged at cost	$9,180	Balance at month-end	Source example balance; verify item quantities, costs and saleability.
One-time cash recovery	Not quantified	When stock is sold / returned	Need saleable quantity, recovery price, credits and disposal costs.
Avoided waste / purchasing	Not quantified	Potential recurring change	Need a baseline and evidence that reductions will persist.
Sides improvement	Not quantified	Potential recurring change	Need reconciled category data, recipe costs and a specific action.
Burger pricing test	$440.25-$587	Per month, conditional	587 units x $0.75-$1.00; unchanged volume and costs. Kennesaw only.

How to read this summary

Do not add stock balances to monthly income. Cash release is not the same as profit. A sales increase is not automatically a gross-profit increase. Do not count the same SKU benefit twice under clearance, waste reduction and category improvement.

Only quantify a benefit when the calculation has a clear baseline, action, timing and owner. Items marked not quantified are opportunities to validate, not promised savings.

Location-level follow-through

Kennesaw: validate the burger scenario and category data. **Marietta:** quantify recorded waste before modeling an intervention. **Woodstock:** validate the practices worth adopting elsewhere. No combined savings total is supported yet.

Sample scope and assumptions

This fictional example demonstrates the report format, not actual client performance. For a live audit, figures are checked against the sales export, costs and inventory records. Each estimate must identify its baseline and assumptions; operational changes remain subject to client approval.

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