

Hello both,

Here's what we'd change this quarter, and one thing we'd rather test first. Every figure below comes from your own sales history. The reasons are ours, so argue with them.

Three changes we'd make now

- Store 184 · Naperville** **+\$3,400 a month, estimated**
Raise seven core items by \$0.30 to \$0.50.
This store has changed prices often enough for us to see how its customers react, and they barely do. We're 87% confident.
- Store 147 · Peoria** **+\$1,200 a month, estimated**
Raise two underpriced combos by \$0.40.
Both combos sell for less than the items inside them, and combo customers here don't react much to price. 84% confident.
- Store 112 · Rockford** **Cost watch**
Chicken is up 9% and your invoices haven't caught up yet.
In about four weeks, four items drop below their margin floor. Price options are ready under your rules. Nothing moves until you say so.

One we'd test first

- Store 201 · Joliet** **+\$1,900 a month, estimated**
Separate delivery prices on 12 items.
Counter prices were copied onto the delivery menu, so the platform fee eats the margin on every order. We're 71% confident, under the 78% we need to recommend, so this runs for four weeks at this store against six similar ones. The low end of the range is below zero. That's exactly why it's a test.

Since the last letter

MEASURED



Classic wings, +\$0.30 at six stores: **+\$1,900 a month**, measured against six comparison stores that kept their prices. If you agree, it goes to the rest of the chain next cycle.

NO EFFECT

The weekday combo discount test at Store 233 showed nothing we could separate from noise. The discount is back, and the result is recorded like any other.

RULES

All sixteen of your pricing rules passed on every change in this letter. Nothing crosses a \$10 threshold, and no anchor item moves.

What we need from you

A yes or a no on the three changes, and a start date for the delivery test. The next export at the end of the month, as usual.

Talk soon,

Rodrigo

Rodrigo Alves, your analyst · rodrigo@pretaris.com

Sample letter. Stores, names and figures are illustrative, not client data.

Pretaris

What we do

What do you do?

We price menus for fast-food chains, **store by store**, adjusted for your long-term goals.

What do I have to send?

One export of the sales history your POS already holds.

What do I get back?

A short letter every few months: **which prices to change, where**, and what each change should earn.

How do I know it worked?

We measure every change against stores that kept their prices, and put the result in the next letter.

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