SAMPLE · FICTIONAL GROUP · SAMPLE VALUES

Marketplace Audit: Sample Group Ltd

3 locations · Just Eat and Uber Eats · Analysis of the last 4 weeks

01 The result

Three fixes together add about $3,800 in gross profit per month. The Centre location has the most room to improve.

LEVER 1
Pricing
+$1,900 / month

LEVER 2
Availability
+$1,100 / month

LEVER 3
Delivery setup
+$800 / month

Together per month: about $3,800

Audit: fixed price on request

02 All locations at a glance

LOCATION	ORDERS PER WEEK	AVG. ORDER VALUE	RATING	DELIVERY TIME	ITEMS OFFLINE	UPTIME
North	380	$41.20	4.5	31 min	6	97%
Centre	290	$38.60	4.1	34 min	23	88%
South	210	$44.10	4.4	39 min	11	94%

Just Eat and Uber Eats combined. Coloured: clearly weaker than the competition in the same segment.

03 Centre location against its competitors

PER LOCATION	YOU	COMP. A	COMP. B	COMP. C
Avg. price, same items	$18.40	16.90	17.20	16.50
Delivery fee	$4.90	2.90	3.50	2.90
Minimum order	$40	25	30	25
Delivery time	34 min	38	41	36
Items offline	23	4	7	2
Rating	4.1	4.6	4.4	4.7

Competitors: the three closest businesses in the same segment and delivery area.

04 The three levers in detail

LEVER 1 **Pricing** **+$1,900 / month**	FINDING	Your 12 most ordered items cost 8 percent more on average than at the three closest competitors. Items without a direct comparison are on par.
	ACTION	Bring the 12 compared items to market level. Raise 9 items without a direct comparison by $0.50 to $1.00.
	CALCULATION	About 42 extra orders per week × $10.50 contribution × 4.3 weeks ≈ $1,900 per month.
	NEXT STEP	New price list per platform by the end of week 1.
	OWNER	Head office
LEVER 2 **Availability** **+$1,100 / month**	FINDING	At Centre, 23 items are offline, at the competitors 2 to 7. The location is online 88 percent of its opening hours, the others 94 to 97 percent.
	ACTION	Check offline items every Monday and bring them back. Pauses in the partner portal only with a reason and an end time.
	CALCULATION	About 24 extra orders per week × $10.50 contribution × 4.3 weeks ≈ $1,100 per month.
	NEXT STEP	List of the 23 items to the location manager, target at most 5 offline.
	OWNER	Centre location manager
LEVER 3 **Delivery setup** **+$800 / month**	FINDING	Minimum order $40, at the competitors $25 to $30. Orders between $30 and $40 go elsewhere.
	ACTION	Lower the minimum order at Centre to $30. Keep the delivery fee for now and review it after 4 weeks.
	CALCULATION	About 20 extra orders per week × $9.30 contribution × 4.3 weeks ≈ $800 per month.
	NEXT STEP	Change the setting on both platforms, count orders under $40 every week.
	OWNER	Head office

05 Menu notes

- **Add:** two offers for two people. All three competitors have them, you don't.
- **Adjust:** nine items without a photo. Add photos, starting with the most ordered.
- **Drop:** six items with fewer than two orders a month.

06 Next steps

WHAT	WHO	BY
New price list per platform	Head office	Week 1
Bring offline items back	Centre location manager	Week 1
Minimum order at Centre to $30	Head office	Week 2
Measure the effect: 4 weeks before against 4 weeks after	Head office	Week 6

Your audit: two weeks, about two hours of your time, a 60-minute results call. Fixed price by number of locations.

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