

6 Ways to Boost Profitability

For Early-Stage CPG Brands

1

PRIORITIZE WHAT PERFORMS

Identify your most profitable products, and give them the focus they deserve.

2

KNOW YOUR NUMBERS BY CHANNELS

Break down your margins and profit across each sales channel to see where your efforts pay off most.

3

REGULARLY REVIEW YOUR COGS

Examine supply chain costs, pricing, and relationships regularly.

4

PLAN AROUND YOUR CASH CONVERSION CYCLE

Chart your cash conversion cycle, and align your operations with it to protect your cash flow.

5

BE STRATEGIC WITH CAPITAL

Whether it's debt or fundraising, make decisions with clarity around timing, terms, and long-term impact.

6

MAKE A PLAN

Consult these resources from our friends at Accountfully and Foodbevy to get started:



COGS - MARGINS - INVENTORY MANAGEMENT

- ▶ [The Inventory Handbook E-Book](#) 
- ▶ [Get Organized for Cash Flow's Sake](#)
- ▶ [The Inventory Workbook](#)
- ▶ [Margin Analysis: KPIs and Margins to Analyze](#) 



BENCHMARKING AND METRICS

- ▶ [KPIs for Food, Beverage, and CPG Brands](#) 
- ▶ [Selling Wholesale: A Financial Look at 27 Early-Stage CPG Companies](#)



DEBT FINANCING AND CASH RAISING

- ▶ [Bridge Finance Group: Helping Early Stage CPG Brands with Funding](#) 
- ▶ [Founder of ForecastEasy Marc Levit on Equity Crowdfunding](#) 
- ▶ [5 Steps to Be Debt Financing Ready](#)



RETAIL PARTNERSHIPS AND DISTRIBUTION

- ▶ [Guide to Grocery Distributors](#) 
- ▶ [Deductions Management Tips](#)
- ▶ [How to NOT Fail at Retail in CPG](#)
- ▶ [5 Things You Need to Know When Moving from DTC to Retail](#)

Ready to Turn Insight into Action?

[GET MATCHED](#)

Schedule a call and get matched with a dedicated BELAY Financial Expert who knows your industry and can help you turn your numbers into growth!

