

How to use: go through each section and check every box that applies. Tally your score at the end. Any unchecked box is a documented operational gap.

Price And Stock

- 1 ☐ Do you know your exact price gap versus the category leader on your top 5 SKUs?
- 2 ☐ Have you calculated how many days of stock you can carry versus a bulk buyer?
- 3 ☐ Can you name one SKU where you compete on price alone with no other angle?
- 4 ☐ Do you track how often you're out of stock on your three best sellers?
- 5 ☐ Have you priced any product to match a competitor rather than your own margin math?

Margin And Runway

- 6 ☐ Do you know your exact runway in months at current burn with zero new orders?
- 7 ☐ Have you identified the margin floor where a price war forces you to exit?
- 8 ☐ Can you list fixed costs that continue during a zero-sales month?
- 9 ☐ Do you know how long a larger rival could sustain a price cut versus you?
- 10 ☐ Have you modeled your margin under a sustained competitor price cut scenario?

Ad Budget Reality

- 11 ☐ Have you calculated your true cost per acquisition across every channel you use?
- 12 ☐ Do you know the ad budget ceiling above which you can no longer profit?
- 13 ☐ Can you name one channel where you win on relevance instead of on spend?
- 14 ☐ Have you stopped bidding on keywords a larger competitor can outspend you on?
- 15 ☐ Do you measure return on ad spend separately from raw impression volume?

Differentiation Audit

- 16 ☐ Can you name the one attribute your product has that scale alone can't replicate?
- 17 ☐ Have you removed every product where your only edge was price?
- 18 ☐ Do you know which customers choose you for reasons other than convenience?
- 19 ☐ Have you built a narrative around your brand that a private label can't copy?
- 20 ☐ Can you explain your value proposition without mentioning price or speed of shipping?

Marketplace Dependency

- 21 ☐ Do you know what percent of your revenue depends on one marketplace's algorithm?
- 22 ☐ Have you built a sales channel that doesn't depend on marketplace search ranking?
- 23 ☐ Can you sell your top product without needing marketplace fulfillment or logistics?
- 24 ☐ Do you know your organic visibility trend on your primary marketplace this quarter?
- 25 ☐ Have you built a customer list you own outside of any platform's database?

SCORING GUIDE

Score	Level	What it means
0 to 11	CRITICAL	Structural failures are actively destroying margin
12 to 19	MODERATE	Gaps in two or three areas that need immediate attention
20 to 25	STRONG	Systems are solid, focus on optimization

Book a free data audit at modonix.com/services. We identify your top 3 margin leaks in one session. Written by Ahmed Abuswa, Modonix.com