

Your network earns \$2M but sits flat — three targeted moves at Jurong, Orchard afternoons, and Tampines weekdays can unlock ~\$120k of the \$201k growth target.

\$2,015,338

9-MONTH NET REVENUE

\$201,534

INCREMENTAL REVENUE NEEDED (+10%)

\$3.24 per order

AOV GAP: JURONG VS. ORCHARD

~60.4%

MODIFIER ATTACH RATE (ALL OUTLETS)

The Story

- Your network of 5 outlets generated **\$2,015,338** over 9 months, but revenue has been essentially **flat every single month** — no outlet shows organic growth, meaning the +10% target (\$201,534) must come from deliberate action, not drift.
- The biggest structural gap is **AOV**: Orchard leads at **\$9.84 per order** while Jurong sits at just **\$6.60** — a **\$3.24 difference** across 32,927 orders. Nudging Jurong, Woodlands, and Tampines even one step closer to the next outlet's AOV unlocks a combined **~\$94k** in potential uplift, nearly half the target.
- Your two hero items — **Avocado Toast (\$436,659)** and **Ham & Cheese Sourdough (\$356,411)** — together account for **39.4% of all revenue**, making them assets to protect and grow, not discount away.
- A quick win hiding in plain sight: **~40% of all orders carry zero modifier revenue**. The attach rate is a near-identical **60.3%–60.5% across every outlet**, meaning a scripted upsell nudge network-wide could add an estimated **~\$12,950** with no new customers and no new menu items.

Top 3 Moves

1. ■ **Raise Jurong's AOV with a structured upsell programme** — Jurong's AOV of \$6.60 is the network's lowest, and its modifier value when attached (\$0.97) is well below Orchard's \$1.44 — a \$1.00 AOV increase across its 32,927 orders alone would generate ~\$33k, roughly 16% of the full +10% target.
2. ■ **Activate Orchard's dead afternoon window (14:00–17:00)** — Orchard's Afternoon daypart earns just \$58,008 — only 18.6% of its \$311,220 Lunch revenue — despite the outlet's \$9.84 AOV and high-footfall Orchard location; capturing 500 extra afternoon orders per month at that AOV adds ~\$44k annualised.
3. ■ **Drive weekday volume at Tampines and Harbourfront** — Tampines earns \$95,674 on Sundays but only ~\$50–51k on weekdays (a 1.85x gap), and Harbourfront shows the same pattern — a 10% lift in Tampines weekday orders (~5,400 orders at \$8.24 AOV) alone would add ~\$44,500 in incremental revenue.