

# Quick Wins: Pricing & Profit

What price should you charge? Working out your price depends on a few factors. Here's a few tips to keep in mind:

1. **Competition** – are there direct competitors close by selling similar products?

Think about where your players go after the game – fast food places? Supermarkets? Wouldn't it be better to keep them at your canteen and sell something they want e.g. burgers and pizza – these can be healthier!

2. **Profit** – Work out how much your products cost to produce. This is crucial for working out your profit. Use the costing template on our website available at: [act.gov.au/healthierchoicescanberra](http://act.gov.au/healthierchoicescanberra).
3. **Costs** – if your canteen has costs such as paid staff or

power bills, build these into your pricing.

4. **Price points** – your menu needs to offer options at different price points, so your customers have an option within their budget. Have some items around a \$1-\$3, others around \$5 and some a little more. Always remember your competition.
5. **Customer expectations** – this is what a customer *expects* to pay for an item or seems a 'reasonable value'.
6. **If you price something too high** above expectations they may not purchase or come back to your canteen. If it is too low, you may not make as much as you could with a higher price.

**Look at the price your competitors are charging. Ask yourself (and others!) what price they would be happy to pay in your canteen? Don't make your prices too cheap or too expensive!**



7. **Remind customers that the canteen raises funds for their club** – A simple sign at the counter can help manage customer expectations "We are raising money for your club, please support the canteen".
8. **Hot sellers** – if you're selling a lot of one item, don't be afraid to put the price up. Even if it's just a small increase, you may sell less overall but make more profit.

## MEAL DEALS

\$7.00



\$5.50



# HEALTHIER CHOICES

## CANBERRA

## Will our canteen make money selling healthier choices?

Did you know some people are willing to pay the same if not more for healthier, tasty choices? Find out how much profit you can make using the [Recipe Costing Tool](#) and make the most of your healthier options.

### **PRICE POINTS**

Make sure you cater to all price points.

**Kids will spend \$1 – \$3**

**Adults will spend \$4 – \$5**

Some people will spend more if you can offer **good value**.

### **PROVIDE A HEALTHIER OPTION AT EACH PRICE POINT**

Small fruit muffin or healthier packaged snack for **\$2-3 for the kids**

Burger with salad topping for **\$5-\$7 for the adults**

### **MEAL DEALS**

Encourage sales by bundling items together in meal deals like:

- Healthier burger and flavoured milk
- Lasagne and water
- Fruit cup and flavoured milk
- Non-perishable packaged items like Messy Monkey snacks, sultanas, pretzels

**TIP: remember to include healthier options.**

### **DEAD ITEMS**

Keep an eye on 'dead' items that have poor (or no!) sales.

**TIP: Is it a healthier choice? (If not, take it off the menu).**

If it is a healthier choice, can it be adapted to make it more popular?

For example, whole fruit in a bowl may not be a big seller, try cutting it up and serving it in small cups.

## Tried and tested ideas to help maximise your profits!

1. Don't just sell something cheap because you bought it at a low price.
2. Items that are really high sellers are the ones you can generally put at a higher price.
3. Try to promote your most profitable items first. This may be as simple as placing it 'front and centre' to get the customer's attention.

## You might also be interested in?

Find out how much profit you can make using the [Recipe Pricing Tool](#) and make the most out of your healthier options.

For ideas on where to buy packaged healthier snacks download

**[Healthier Picks: pre-packaged items suitable for junior sport canteens](#)**

HEALTHIER CHOICES CANBERRA

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Initiative of



ACT Health Directorate

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