

# Margin Recovery Matrix (3x3)

Plot products/customers. Execute immediately.

	High Volume	Medium Volume	Low Volume
High Margin	DOUBLE DOWN	MAINTAIN	SELECTIVE
Medium Margin	OPTIMIZE	STABILIZE	EVALUATE
Low Margin	REDUCE	EXIT	EXIT NOW

## **4 Steps:**

1. Plot all products/customers (Volume vs Margin)
2. Reduce or exit low-margin (Red) segments
3. Stabilize medium-margin (Yellow) segments
4. Double down on high-margin (Green) segments

**Target: +7 pts GPM improvement within 90 days**