

Your Restaurant Channel Profitability Checklist

Step 1 Identify Your Channels



Dine-in



Takeaway



Catering



Delivery (Aggregator & Direct)



Virtual Brands

Step 2 Calculate Your PAC

PAC = Sales - (Food Cost + Labor + Rent + Aggregator Commissions + Refunds)

Step 3 Channel Profit Breakdown

Example:

CHANNEL	SALES	PAC
Dine-in	\$16,800	\$4,400
Aggregator Delivery	\$26,500	\$4,100
Direct Delivery	\$4,800	\$1,200

Step 4 Find and Fix Leaks

- Review aggregator fees
- Monitor refunds
- Adjust labor scheduling
- Track and manage rent impact

Key Takeaway

Prioritize channel-specific profitability, not just total sales, but for real and lasting financial health.



This guide was brought to you by **Mohammad Anas** of ProsPertise, in collaboration with Sapaad.