

Australian Mānuka Honey Wholesale Sourcing Brief

Define the commercial requirement before asking suppliers to quote.

1 COMMERCIAL BRIEF

DESTINATION MARKET / CITY

BUYER / COMPANY

SALES CHANNEL

TARGET LAUNCH / ARRIVAL WINDOW

SUPPLY MODEL: RETAIL-READY / PRIVATE LABEL / BULK

PREFERRED INCOTERM / DELIVERY POINT

2 PRODUCT & PACK ARCHITECTURE

MGO GRADE(S) / ACCEPTABLE RANGE

PACK SIZE(S)

UNITS BY SKU / ANNUAL FORECAST

JAR / CLOSURE / TAMPER PREFERENCE

LABEL LANGUAGE(S) / ARTWORK OWNER

CASE PACK / PALLET CONSTRAINTS

3 MARKET & COMMERCIAL CONTROLS

REQUIRED CERTIFICATES / MARKET DOCUMENTS

SAMPLE AND APPROVAL REQUIREMENT

TARGET COST BASIS / CURRENCY

PAYMENT TERM CONSTRAINTS

Supplier Evidence & Quote Normalisation

Use one sheet per supplier or sourcing route.

4 SUPPLIER EVIDENCE

SUPPLIER / PACKER / FACILITY

QUOTE DATE / VALIDITY

AUSTRALIAN ORIGIN EVIDENCE

BATCH / LOT TRACEABILITY MODEL

COA: MGO / DHA / RELEVANT ANALYSES

RESIDUE / AUTHENTICITY EVIDENCE REQUESTED

5 NORMALISED COST INPUTS

PRODUCT + FILLING / UNIT

JAR / LID / TAMPER / LABEL

ARTWORK / SETUP / PLATES

CARTONS / PALLETS / HANDLING

FREIGHT / INSURANCE / EXPORT DOCS

FX / DUTIES / LOCAL IMPORT COSTS

6 TERMS & OPEN ITEMS

MOQ / MIX RULES

PRODUCTION LEAD TIME

DEPOSIT / BALANCE TIMING

SAMPLE COST / COURIER

QUOTE EXCLUSIONS / OPEN ASSUMPTIONS

CHANGES REQUIRING RE-QUOTE

7 BUYER DECISION

☐

 PROCEED TO SAMPLE

☐

 HOLD / CLARIFY

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 NO-GO