

250 g vs 500 g Mānuka Pack Economics Worksheet

Use this worksheet only with actual supplier quotations and a consistent landed-cost definition. Unknown values should remain unknown rather than being filled with assumptions.

VARIABLE	250 g	500 g	EVIDENCE / NOTE
MGO grade			
Honey cost / finished jar			
Jar + closure + seal			
Label / decoration			
Secondary packaging			
Allocated testing / setup			
Freight allocation			
Other landed cost			
Landed cost / jar			
Landed cost / 100 g			
Wholesale selling price			
Gross profit / jar			
Gross margin %			
MOQ units			
MOQ basis			
Initial cash exposure			

Core formulas

Landed cost / 100 g = landed cost per jar ÷ net grams × 100 | Gross margin % = (selling price – landed cost) ÷ selling price × 100

Keep treatment of duties, recoverable GST, importer charges and retailer fees consistent across both scenarios.

Pack-Size Decision Matrix

Mark each row Green, Amber or Red. Do not select a winner until the missing evidence has been identified.

DECISION GATE	250 g	500 g	WHAT WOULD CHANGE THE DECISION?
Target absolute shelf price	G / A / R	G / A / R	
Landed cost / 100 g	G / A / R	G / A / R	
Gross margin	G / A / R	G / A / R	
MOQ / packaging-run exposure	G / A / R	G / A / R	
Initial cash required	G / A / R	G / A / R	
Grade × pack SKU count	G / A / R	G / A / R	
Carton / logistics fit	G / A / R	G / A / R	
Buyer or importer feedback	G / A / R	G / A / R	
Current channel evidence	G / A / R	G / A / R	
Label / measurement readiness	G / A / R	G / A / R	
Supplier capability confirmed	G / A / R	G / A / R	
Overall decision	G / A / R	G / A / R	

Decision rule

Green: enough evidence for a controlled next step. Amber: plausible, but one or more material assumptions remain unverified. Red: economics fail or the choice depends on unsupported demand assumptions.

Nominal unit-count check: 100 kg of honey corresponds to 400×250 g or 200×500 g before overfill, process loss, samples or retain quantities.