

Manuka Honey Wholesale Price Architecture

Move from economic landed cost to channel-specific net price, contribution and decision.

CONTROL PRINCIPLE

Use net realised price for margin, cost for markup, and state every deduction, currency, version and expiry date.

1. Model identity

Market / customer / channel	Market: _____ Customer: _____ Channel: _____
SKU / pack / grade	SKU: _____ Net quantity: _____ Grade / MGO requirement: _____
Quote and landed-cost basis	Supplier quote: _____ Landed-cost model/version: _____
Currency / tax basis	Currency: _____ FX source/date: _____ Tax: [] incl [] excl
Term / receiving point	Incoterm: _____ Named place / receiving point: _____
Owner / approval / expiry	Prepared: _____ Approver: _____ Version: _____ Expires: _____

2. Cost and net-price waterfall

Layer	Basis / evidence	Per unit	% basis	Owner / note
Economic landed cost	Saleable-unit model	_____	N/A	_____
Local storage / handling	Provider / allocation	_____	_____	_____
Fulfilment / delivery	Actual service	_____	_____	_____
List wholesale price	Controlled list	_____	N/A	_____
Discounts / rebates	Customer terms	_____	_____	_____
Free goods / samples	Unit-equivalent cost	_____	_____	_____
Promotion / returns	Named allowance	_____	_____	_____
Net realised price	List less deductions	_____	N/A	_____
Channel contribution	Net price less defined cost	_____	_____	_____

Formula check: margin % = (net selling price - defined cost) / net selling price x 100. Markup % = (net selling price - defined cost) / defined cost x 100. Label the cost scope.

Channel ladder and downside cases

Test each route to market separately; illustrative layers are not benchmark margins.

CONTROL PRINCIPLE

A worksheet is not a quotation. Issue commercial terms only after product, quantity, currency, price, validity and delivery basis are approved.

3. Channel role and economics

Party / route	Service and risk	Buy / cost	Sell / net	Margin / note
Importer	Clearance, stock, market support	_____	_____	_____
Distributor	Sales, credit, pick-pack, delivery	_____	_____	_____
Retailer	Store, promotion, returns	_____	_____	_____
Direct-to-consumer	Fulfilment, payment, service	_____	_____	_____

4. Pack and grade architecture

SKU / role	Pack / grade	Price / unit	Price / 100 g	Evidence / status
Entry / trial	_____	_____	_____	_____
Core	_____	_____	_____	_____
Premium / request	_____	_____	_____	_____

5. Scenario test

Measure	Upside	Base	Adverse	Trigger / action
Landed cost / unit	_____	_____	_____	_____
Net realised price	_____	_____	_____	_____
Channel contribution	_____	_____	_____	_____
Cash timing / exposure	_____	_____	_____	_____

PRICE STATUS

[] HOLD [] CONDITIONAL [] APPROVED [] REJECTED

Decision owner

Name: _____ Role: _____ Date: _____

Conditions / rationale

Boundary: This is a commercial planning aid, not financial, tax or legal advice, a supplier quotation, retailer acceptance or evidence of a confirmed SELVEH price. Validate actual costs, deductions, taxes and terms before issue.