

# MGO 100+ vs MGO 250+ Wholesale Decision Planner

Test grade role, evidence, landed price, MOQ and inventory before adding a SKU.

## CONTROL PRINCIPLE

**MGO is a batch-specific analytical criterion. A higher number is not automatically the stronger commercial decision and does not authorise a health claim.**

## 1. Market and range hypothesis

|                          |                                                           |
|--------------------------|-----------------------------------------------------------|
| Buyer / market / channel | Buyer: _____ Market: _____ Channel: _____                 |
| Target customer          | MGO 100+ customer: _____ MGO 250+ customer: _____         |
| Range decision           | [ ] 100+ only [ ] 250+ only [ ] Both [ ] Pilot / hold     |
| Pack architecture        | 100+: _____ g / format _____ 250+: _____ g / format _____ |
| Prepared / reviewed      | Owner: _____ Supplier contact: _____ Date: _____          |

## 2. Distinct commercial role test

| Decision          | MGO 100+ hypothesis | MGO 250+ hypothesis | Evidence / status |
|-------------------|---------------------|---------------------|-------------------|
| Customer job      | _____               | _____               | _____             |
| Channel / account | _____               | _____               | _____             |
| Shelf-price role  | _____               | _____               | _____             |
| Reason to list    | _____               | _____               | _____             |
| Success threshold | _____               | _____               | _____             |

## 3. Batch and claim evidence

| Control                 | MGO 100+ | MGO 250+ | Reviewer / status |
|-------------------------|----------|----------|-------------------|
| Batch / lot             | _____    | _____    | _____             |
| Measured result / unit  | _____    | _____    | _____             |
| Method / laboratory     | _____    | _____    | _____             |
| Specification / release | _____    | _____    | _____             |
| Artwork / claim review  | _____    | _____    | _____             |

# Economics, inventory and pilot decision

Normalise the same pack and delivery basis, then test the intended channel price.

## CONTROL PRINCIPLE

**Do not let a combined forecast hide a slow grade. Model cash and rotation for every finished SKU.**

## 4. Landed price ladder

| Cost / value              | MGO 100+ | MGO 250+ | Basis / date |
|---------------------------|----------|----------|--------------|
| Supplier / filled unit    | _____    | _____    | _____        |
| Pack / testing / case     | _____    | _____    | _____        |
| Freight / duty / tax      | _____    | _____    | _____        |
| Landed unit cost          | _____    | _____    | _____        |
| Wholesale / retail target | _____    | _____    | _____        |
| Contribution / margin     | _____    | _____    | _____        |

## 5. MOQ and inventory exposure

| Control           | MGO 100+ | MGO 250+ | Combined decision |
|-------------------|----------|----------|-------------------|
| Finished-SKU MOQ  | _____    | _____    | _____             |
| Component minimum | _____    | _____    | _____             |
| Cash committed    | _____    | _____    | _____             |
| Monthly forecast  | _____    | _____    | _____             |
| Months of cover   | _____    | _____    | _____             |
| Reorder trigger   | _____    | _____    | _____             |

## 6. Pilot and review

|                        |                                                                                |
|------------------------|--------------------------------------------------------------------------------|
| Pilot accounts / units | Accounts: _____ 100+ units: _____ 250+ units: _____                            |
| Measures               | Realised price / sell-through / discount / returns / buyer questions / reorder |
| Thresholds             | Keep 100+ if: _____ Keep 250+ if: _____                                        |
| Open dependencies      | Batch: _____ Price: _____ MOQ: _____ Artwork: _____ Importer: _____            |
| Review point           | Decision date: _____ Owner: _____ Next action: _____                           |

| GRADE RANGE            | [ ] HOLD [ ] PILOT [ ] PROCEED [ ] REJECT |
|------------------------|-------------------------------------------|
| Decision owner         | Name: _____ Role: _____ Date: _____       |
| Conditions / rationale | _____<br>_____                            |

Boundary: This worksheet is not a quotation, COA, specification, medical advice, regulatory approval or confirmed SELVEH supply offer. Use current batch, supplier, buyer, price and destination evidence.