

White Label vs Private Label Manuka Decision Planner

Compare control, customisation, evidence and exposure before selecting an operating model.

CONTROL PRINCIPLE

Define what is fixed, selectable, buyer-supplied or custom. The commercial label alone is not a product or service specification.

1. Buyer and launch definition

Buyer / market / channel	Buyer: _____ Market: _____ Channel: _____
Customer and range job	Target customer: _____ Range role: _____
Product / pack / quantity	Grade: _____ Pack: _____ SKUs: _____ Indicative units: _____
Target timing / route	Launch window: _____ Importer / route: _____
Prepared / reviewed	Owner: _____ Supplier contact: _____ Date: _____

2. Operating-model definition

Control area	Fixed	Selectable	Buyer / custom	Evidence / owner
Honey / MGO	[]	[]	[]	_____
Jar / closure	[]	[]	[]	_____
Label / artwork	[]	[]	[]	_____
Carton / coding	[]	[]	[]	_____
Testing / release	[]	[]	[]	_____
Destination support	[]	[]	[]	_____

3. Model comparison

Decision	White-label route	Private-label route	Buyer priority
Differentiation	_____	_____	Low / Med / High
Approval effort	_____	_____	Low / Med / High
Launch path	_____	_____	Low / Med / High
Residual inventory	_____	_____	Low / Med / High
Scalability	_____	_____	Low / Med / High

Commercial exposure and decision gate

Test the full programme, not only jar price or headline MOQ.

CONTROL PRINCIPLE

A pilot should validate evidence, approvals, production, documents and inventory as well as customer response.

4. MOQ, cost and ownership

Commitment	Minimum / cost	Owner	Unused stock / exit rule
Honey allocation	_____	_____	_____
Jar / closure	_____	_____	_____
Labels / cartons	_____	_____	_____
Setup / tooling	_____	_____	_____
Testing / samples	_____	_____	_____

5. Responsibility and evidence

Control	Performs	Approves	Evidence / status
Product specification	_____	_____	_____
Artwork / origin / claims	_____	_____	_____
Batch / MGO release	_____	_____	_____
Destination review	_____	_____	_____
Change / substitution	_____	_____	_____
Non-conformance	_____	_____	_____

6. Pilot readiness

Pilot hypothesis	We expect _____ because _____
Measures	Sell-in / sell-through / margin / approval time / document quality / stock
Thresholds	Proceed if: _____ Hold if: _____
Open dependencies	Supplier: _____ Batch: _____ Pack: _____ Importer: _____
Review point	Decision date: _____ Evidence owner: _____ Next order trigger: _____

SOURCING MODEL	[] HOLD [] PILOT [] PROCEED [] REJECT
Decision owner	Name: _____ Role: _____ Date: _____
Conditions / rationale	_____ _____

Boundary: This worksheet is not a quotation, supplier approval, contract, legal advice, regulatory approval or confirmed SELVEH white-label or private-label programme. Verify the actual supplier, product, pack, market and transaction.