

Fully-loaded COGS -> Base price (4-week hold) + seasonal bands

Pricing Memo - Hotels

Method

- Fully-Loaded COGS = Raw x (1 + Loss%) + Pack + Delivery.
- Base Price = COGS / (1 - Margin). Bands: Glut -10%, Normal, Rainy +10%, Peak +15%.

Notes

- High volatility SKUs (e.g., basil) carry higher Loss% or margin to protect performance.