

# COMPETITIVE MARGINS

Partnership-focused pricing and strong profit potential

## Purpose

This category supports commercial partners who require defined margin structures and profitability models.

## Role of the Partner

Competitive Margin Partners operate as:

- Commercial distributors
- Branded resellers
- Strategic investors
- Co-manufacturers

## What Lathell Provides

- High-margin wholesale pricing
- Cost-stable manufacturing
- Market exclusivity (performance-based)
- Brand positioning support
- Product differentiation

## Profit Model

- Tiered price bands
- Protected minimum margins
- Long-term contract pricing
- Market growth upside

## Ideal Partner Profile

- Food manufacturers
- Beverage producers
- Hospital suppliers
- Investment-backed distributors

## Instruction for Officials

This category is suited for:

- ✓ Commercial partners
- ✓ Development banks
- ✓ Investment agencies
- ✓ Industrial buyers