

## **SUPPLY CHAIN & PRICING**

**Preferred partner pricing and guaranteed B2B supply coordination**

### **Purpose**

This category supports bulk procurement and structured pricing agreements for institutional or large-scale buyers.

### **Role of the Partner**

Supply Chain & Pricing Partners coordinate:

- Bulk purchasing contracts
- Long-term supply agreements
- Forecasted demand scheduling
- Payment and credit terms
- Logistics coordination

### **What Lathell Provides**

- Tiered wholesale pricing
- Contract-locked supply volumes
- Priority manufacturing slots
- Export documentation
- Stable ingredient sourcing

### **Benefits**

- Predictable cost structures
- Protection from price volatility
- Secure long-term supply
- Bankable contract framework

### **Ideal Partner Profile**

- Banks financing trade
- Food authorities
- Hospital procurement agencies
- Wholesale distributors
- Government purchasing departments

### **Instruction for Officials**

This category is designed for:

- ✓ Trade banks
- ✓ National procurement offices
- ✓ Institutional buyers
- ✓ Supply authorities

