

FINANCIAL	
Term	Explanation
Margin	Margin is equal to sales minus the cost of goods sold (COGS)
Markup	Markup is equal to a product's selling price minus its cost price
RRP	Recommened Retail Price
COGS	Cost Of Goods (the sum of all direct costs associated with making a product.)
ROI	Return on Investment
ROAS	Return on Ad spend
EOM	End of Month
GST	Gods & Services Tax
PACKAGING	
Term	Explanation
GTIN	Global Trade Item Number. GTIN can be used to identify types of products at any packaging level (e.g., consumer unit, inner pack, case, pallet)
GS1	Global Barcode Standard
EAN	European Article Number. An international standard numbering and barcode system used primarily in retail applications
Euro / Sombrero Hole	The little hole at the top of packaging that is used to hang your product
Tear Notch	The little 'Nick' in the side of the pouch that enables customers to tear the top off easily
SUP	Stand Up Pouch
3 Side Seal	Pouch that is glued on 3 sides and open at the bottom and then heat sealed once product is out inside
Flow Wrap / Film / Rewind	A roll of film used on a flow wrapping machine. Think Muesli bar and protein bar packaging
Fin Seal	The seal on the back of the product that is created when using film packaging
Matte Finish	Not Shiny
Gloss Finish	Shiny
SRT / SRP / RRP	Shelf Ready Tray / Shelf Ready Packaging / Retail Ready Packaging The display box that sits on the shelf in the store. Consumers see this.
Shipper	The outer carton where the SRT/SRP/RRP is put into for delivery. Consumers don't see this.
LOGISTICS	
Term	Explanation
FIS	Free Into Store (Seller pays for the freight)
FOB	Free/Freight on Board (Buyer pays for the freight)
DC	Distribution Centre
Chep / Loscam	Pallet Logistics companies. You will need to ship on either of these pallets when dealing with major grocery chains.
GENERAL	
Term	Explanation
MOQ	Minimum Order Quantity
FMCG	Fast Moving Consumer Goods
CPG	Consumer Packaged Goods
SKU	Stock Keeping Unit (Think of this as different variations of your products)
POS	Point of Sale (Cash register system)
NPD	New Product Development
UPSPW	Units Per Store Per Week (Hurdle rates grocery chains use to assess product sales)
NAFNAC	No Artificial Flavours, No Artificial olours
D2C	Direct to Consumer (Retail Sales)
B2B	Business to Business (Wholesale Sales)
OOS	Out Of Stock
PO	Purchase Order
Lead Time	Time required from ordering to receipt of stock