

PRICING

B2B Export Pricing Strategy

Beyond CIF: building a real export quote

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Chapter 1 — Landed cost is the floor

Your minimum quote is your landed cost at the buyer's port — not your factory-gate cost. Landed cost = production cost + export packaging + inland freight + export documentation + ocean/air freight + insurance + import duties + import broker fees + last-mile delivery.

Build a spreadsheet template for each corridor you serve. For Saudi-Brazil, the landed cost of a 40HC box of generic FMCG typically runs USD 1,800-2,400 above factory cost.

Chapter 2 — FX padding

Most LCs and POs are priced in USD. But your costs are in BRL or SAR. Between quotation and payment, FX can move 3-8%. Build a padding of 3-5% into your quote.

For deals above USD 50K with payment terms longer than 60 days, consider an FX forward contract from your bank. The cost is usually 0.3-0.6% — a hedge that pays for itself the first time the real moves 5% in a quarter.

Chapter 3 — Sample policies

Free samples are a buyer-acquisition cost. Cap your sample budget at 2-3% of the projected first-year revenue from that buyer. For samples valued above USD 200, request the buyer pay the freight (a small commitment signal).

Samples valued above USD 1,000 should be quoted at cost-plus, refundable against the first order.