

MarginCOS

COMMERCIAL OPERATING SYSTEM

Stop guessing. Start recovering margin.

How MarginCOS finds and recovers the margin your P&L is silently losing -
in under five minutes, from a single Excel upload.

3 - 6%

EBITDA UPLIFT

8 Engines

ONE UPLOAD

<5 Min

TIME TO INSIGHT

THE PROBLEM

CFOs Are Fighting the Same Battle Across Every Inflationary Market.

40 - 60%

Input cost inflation since 2022
across emerging markets

<30%

Of companies have product-
level margin visibility

\$15 - 30K

Average Big Four diagnostic
report cost

The result: pricing decisions made on instinct, not data. Margin absorbed instead of recovered.

MarginCOS was built to close this gap.

THE QUESTIONS NOBODY CAN ANSWER FAST ENOUGH

Six commercial questions. One platform. Under five minutes.

1

Which products are absorbing inflation that should have been passed through?

2

Which promotions are destroying margin while the sales team celebrates volume?

3

Which channels are quietly financing distributors at your expense?

4

What does your P&L look like under the next cost shock, before it hits?

5

Which products should be repriced, protected, or delisted - right now?

6

Where is your willingness-to-pay headroom before volume breaks?

WHAT MARGINCOS DOES

One Upload. Eight Engines. One Board-Ready Report.

01

U P L O A D

Your product, pricing, cost,
and channel data - as a single
Excel file. No ERP. No IT
project.

02

A N A L Y S E

Eight intelligent engines run
simultaneously across your
portfolio. Results in seconds.

03

A C T

A branded PDF diagnostic
report, ready for your board.
Plus an interactive dashboard
to explore the data.

No ERP integration required · No consultant required · No waiting for month-end · Most clients live within 48 hours

Engines 1-3: Pricing, Cost Recovery, Channel Economics

① Pricing Intelligence

- Product-level elasticity modelling
- Quantifies WTP headroom before volume breaks
- Impact of proposed price changes - before you move
- Flags products priced below elasticity-adjusted optimum

② Cost Pass-Through

- Measures inflation recovered vs absorbed into margin
- RAG classification: Managed · Watch · At Risk
- Benchmarks vs industry leaders (~75% recovery target)
- Names the products bleeding the portfolio

③ Channel Economics

- True cost of each route-to-market
- Hidden financing cost of trade credit (days x rate)
- Channels destroying margin through credit terms alone
- Price realisation gap vs portfolio average

Engines 4-8: Trade, Portfolio, Scenarios + Enterprise Modules

④ Trade Execution

- Every promotion: margin-accretive or destructive?
- Breakeven volume lift required per discount depth
- Net P&L impact of every trade promotion
- Identifies which promotions to cut, restructure, or keep

⑤ Portfolio Rationalisation

- 2x2 matrix: margin contribution vs strategic volume
- Protect · Grow · Reprice · Review - per product
- Names specific reprice and delist candidates
- Quantifies margin at stake from dilutive products

⑥ Forward Inflation Scenarios

- Projects P&L under 20% - 75% cost inflation
- Five recovery rate scenarios simultaneously
- Worst-case monthly hit if zero action taken
- Board-ready table to anchor pricing commitments

★ ENTERPRISE MODULE

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THE OUTPUT

A Board-Ready Diagnostic Report. In Under Five Minutes.

The MarginCOS PDF export delivers a branded, structured diagnostic across all modules - ready to table at your next board or ExCo meeting.

- One module per page - structured and scannable
- RAG status, callout narrative, product-level tables
- Benchmarked against leading industry performers
- Priority action items with currency values attached
- Exportable with one click from the dashboard

What others charge

\$15 - 30K

Big Four diagnostic report

**MarginCOS delivers
the equivalent
in under 5 minutes**

from your own data,
at a fraction of the cost

WHO IT'S BUILT FOR

Built for organisations where margin is a board-level conversation.

FMCG

Multi-product portfolios facing dual pressure from input cost inflation and price-sensitive consumers.

Manufacturing

Companies with complex cost structures needing precision on which cost lines to recover and which to absorb.

Retail & Distribution

Businesses with multi-channel complexity where margin leaks silently through credit, discount, and channel mix.

Logistics

Fleet operators managing lane profitability across fuel volatility, route economics, and customer rate recovery.

DESIGNED FOR:

MD / CEO

Portfolio-level margin visibility without waiting for month-end close.

CFO

Scenario planning and cost pass-through tracking anchored to real benchmark data.

Commercial Director

Product-level pricing decisions, promotion ROI, and channel economics in one place.

HOW IT WORKS

Four steps. Most clients are live within 48 hours.



Download Template

Receive the MarginCOS Excel template. Pre-mapped columns for product master, pricing, cost structure, and channel data.



Upload Your Data

Upload your completed file. The platform validates every column and flags errors before analysis runs.



Review Findings

Eight interactive modules render instantly. Drill into any pillar - see product-level detail, RAG status, and narrative callouts.



Export & Present

One-click PDF export. Branded pages. Board-ready in under five minutes from upload.

PRICING

Three Tiers. Start with a Free Diagnostic Session.

MOST POPULAR

Essentials

\$250 /month

(\$213/mo billed annually)

+ \$450 implementation

- 1 core pillar (P1 - Pricing Intelligence)
- Product-level elasticity modelling
- Up to 50 products
- Single upload cycle
- PDF diagnostic export
- Email support

Professional

\$850 /month

(\$723/mo billed annually)

+ \$1,300 implementation

- All 4 margin pillars (P1 - P4)
- Advanced elasticity + regional segmentation
- Up to 200 products
- Upload history & period switcher
- Up to 3 divisions + consolidated view
- Priority support

Enterprise

\$2,400 /month

(\$2,040/mo billed annually)

4-week onboarding included

- Everything in Professional
- Enterprise Modules (M1-M4)
- Unlimited products & divisions
- Multi-user team access
- Dedicated analyst support
- Custom data integrations

BUILT BY

Carthena Advisory

MarginCOS is built and operated by Carthena Advisory - a financial and management advisory firm with over two decades of hands-on P&L work across FMCG, manufacturing, logistics, and financial services in emerging markets.

We built the tool because our clients kept asking the same six questions. Now the platform asks them for you.

25+ Years

Advisory experience across FMCG, manufacturing, logistics, and retail

Billions+

In client P&L work guided by the same analytical framework

7+ Clients

Currently on the MarginCOS platform as of April 2026

NEXT STEP

Start Recovering Margin Today.

Book a 30-minute diagnostic session. We'll show you exactly what MarginCOS finds on a portfolio like yours - before you commit to anything.

[Book a Diagnostic Session →](#)

[Try the Free Demo →](#)

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