MI LATAM

VERIFIABLE DECISION INTELLIGENCE

Pet products Chile

Free summary - expanded edition ME1

The pack-price relationship is more consistent for dry dog food than for dry cat food. The observed promotional range does not prescribe a profitable discount. Competitive position, own margin and cash outlay must remain separate.

OBSERVATION / BASE REPORT CALCULATION	Original data cut
Report counts; related populations, not additive. These are not sales, buyers or evidence-quality scores. Four matched pairs do not establish channel causality.	2026-09-23

The decision that changes

Which discount can sustain my contribution even if the observed promotional reference is deeper?

HYPOTHESIS / FICTIONAL SCENARIO

The maximum discount consistent with the target is 22.22%. At 20%: contribution 10 MU, margin 12.50%; at 25%: 5 MU, 6.67%. The observed promotional median of 25% therefore does not become a profitable recommendation.

Fictional scenario: undiscounted price 100 monetary units (MU), own variable cost 70 MU, contribution target 10% of net revenue. Taxes, fixed costs, fees, delivery and volume changes excluded. These amounts are not observed product prices.

Original data cut: 2026-09-23

The full edition develops the chart, inputs, threshold and reader guide, alongside the base report and tools. Essential limits are also shown here.

Report counts; related populations, not additive. These are not sales, buyers or evidence-quality scores. Four matched pairs do not establish channel causality.

New applications do not automatically increase confidence or renew data validity.