



PLANNING YOUR BUDGET

NPD Investment Guide

Understanding what it costs to bring a product to market — and what actually drives the number.

Prevention is better than cure.

PLANNING & BUDGETING GUIDE

These figures are general in nature and indicative only. Final costs are confirmed at quotation stage.

Why there's no price list

There's no single price for developing and manufacturing a supplement or OTC product — the cost depends on your formulation, ingredient count, dosage form, packaging and order volume. What we can do is tell you exactly what drives the number, and give you a realistic starting point to plan your budget around.

This guide breaks your investment into two parts: pre-launch and manufacturing. Again, every project is unique and costs genuinely vary significantly subject to numerous factors. All we are trying to do here is be upfront about the real costs involved. Once we have had an initial discussion to gain an understanding of your requirements we can quickly provide you with more accurate indications and quotations enabling you to decide whether to take the next step, or not.

Two types of cost

Every project is made up of two cost buckets. Understanding which is which explains why AWS360 can't hand you a single number — and which parts of the cost AWS360 can actually control.

1 Pre-launch fees

Our fee for coordinating new product development, regulatory affairs, quality assurance and project management. This is the one cost bucket AWS360 controls directly — and the one most likely to flex based on project complexity. These also vary depending on your circumstances: you might be a startup with an idea needing full development, or an established brand with a confirmed, compliant formulation simply looking for a contract manufacturing quote.

NPD Pathways Service

Designed for startups and international brands looking to launch TGA-compliant products in Australia. A detailed summary of this service is available for viewing or download in the Resource Library.

Fees are quoted after an initial discussion of your requirements — typical range **\$5,000–\$10,000.**

NPD & Registration Phase

This is where we start work on prototypes and samples, fine-tuning formulation to reach an approved finished product specification, artwork preparation, registration dossier and stability testing. To commence this work, a deposit of **\$5,000** is payable — rebated against the cost of manufacturing your first batch. This fee excludes government charges for product listing or registration, artwork development, artwork set-up, and stability testing.

If you use your own graphic designer or tools for packaging artwork, only the artwork set-up fees charged by the packaging supplier apply. If we handle packaging artwork design for your final approval, an additional fee applies.

Pre-launch stability testing is quoted separately and varies significantly with ingredient count, packaging types and testing parameters — indicatively **\$5,000–\$10,000** for accelerated studies, and **\$10,000–\$50,000** for real-time studies (complex multi-ingredient formulations at the high end).

For TGA AUST L products — the vast majority of complementary medicines, vitamins and supplements — total TGA fees are typically **\$5,000–\$10,000**. For other markets, we quote fees on request.

2 Manufacturing & delivery costs

Manufacturing costs are driven by formulation complexity, number of actives, standard or branded ingredients, dosage form, packaging choice and order volume. AWS360 negotiates on your behalf using combined buying power across all customers, but the factory sets the base cost.

Because minimum order quantities (MOQs) vary a lot by format, so does the typical first-order investment. As a rough indication, manufacturing costs for a standard MOQ range from **\$20,000** at the low end to **\$100,000** at the high end.

All batches are subject to post-production testing to produce a Certificate of Analysis. Costs vary with number of actives and testing parameters, but are typically **\$2,000–\$5,000** per batch, bundled into your unit costs.

We offer flexible Incoterms depending on your requirements, with an established network of freight forwarders and customs agents. Costs range from a few hundred dollars for local truck delivery to thousands for global sea and air freight — we handle freight for most customers at a typical additional **\$0.50–\$1.00** per unit for finished goods.

Typical investment by phase

Mirrors the four-phase journey set out in the NPD Pathways Service. Indicative only — confirmed for your specific product at quotation stage.

Phase	What it typically includes	Indicative range*
01 · Development & Agreement	Technical review, master formulation development, sample development	\$5,000 - \$10,000
02 · Registration & Artwork	Product registration, stability testing, artwork development	\$5,000- \$30,000
03 · Production	First manufacturing run at MOQ	\$20,000– \$100,000
04 · Freight & Delivery	Sea or air freight, GDP-compliant warehousing	\$1,000– \$20,000

**Indicative ranges — confirmed at quotation stage based on your specific formulation and volume. Figures shown are placeholders pending confirmation. All figures are in AUD and exclusive of GST, where applicable.*

Ready to talk numbers?

Tell us about your product and AWS360 will map out a realistic budget before you commit to anything.

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