Duro BBQ

Nordic eight-week launch simulation

Spring 2027 / Sweden pilot / Supplier quote item 03

Pitch item 03 first to Swedish home, garden or hardware buyers. Test a VAT-inclusive price of **SEK 2,499** across eight stores and the same retailer's website. Plan for an opening order of 80 units. The proposed pilot runs from 26 April to 20 June 2027.

Three burners rated at 9.6 kW total, with a 62 × 43 cm enamelled cast-iron cooking area. The regulator and hose are sold separately.



Item 03 · Supplier photo

36-74 units
Net units sold in eight weeks
36 downside · 74 base case

80 units
Recommended opening order
4 per store, 48 at the central warehouse

66 units
Net units for cash break-even
About 69 gross units sold

Eight-week pilot results

Scenario	Net units	Net sell-through	Sellable units left	Cash after refund reserve (SEK)	Cash recovered
Base case	74	92.5%	6	+14,073	Week 8
Downside	36	45.0%	44	-54,258	Unrecovered by week 8

Net sell-through uses the 80-unit opening order as its denominator. The cash balance deducts the inventory purchase, launch costs, selling costs and a reserve for expected refunds after week 8. Remaining stock is shown in sellable units.

Conditions to confirm before ordering

Price and cost. SEK 2,499 is in line with regular Swedish prices for similar grills. To earn a 30% product gross margin after discounts, cap landed cost at **SEK 1,357 per unit** or test customer acceptance of a list price of at least SEK 2,600.

Store and online support. The base case needs 62 in-stock store-weeks and 2,470 visits to the product's purchase path. Verify display space, promotional support, the supplier's minimum order and compliance documents before committing.

Motonet direct match · Rusta comparison · ICA Maxi 2027 grill season

Five gas grills in the supplier quote

FOB prices and carton dimensions come from the supplier. Swedish landed costs and shelf-price thresholds are model estimates. The cash section explains the exchange rate and landed-cost formula.

Photo	Item and specification	FOB USD/unit	Carton (cm) Volume per unit	Landed SEK/unit	Shelf price floor SEK/unit
	**01 · 880-3838W tabletop grill** Folding legs. 2,012.8 cm² cooking area and a 304 stainless steel-clad grate. The photo shows three knobs. Confirm burner configuration on the sample.	78	66 × 48 × 33.5 0.106 m³	968	1,783
	**03 · Three-burner base model** 62 × 43 cm, 3 × 3.2 kW, enamelled cast-iron grate, multifunction grate system and double-wall hood.	110	75 × 66 × 45.5 0.225 m³	1,412	2,600
	**04 · Three burners with cabinet** 62 × 43 cm, 3 × 3.2 kW, cabinet doors. Carton is 20 cm taller than item 03.	150	75 × 66 × 65.5 0.324 m³	1,917	3,530
	**05 · Four burners plus side burner** 73 × 43 cm, closed cabinet, electric ignition and four wheels.	198	85 × 66 × 65.5 0.367 m³	2,447	4,505
	**06 · Large grill with side burner** 83 × 43 cm, four main burners, a side burner and an additional high-output burner. Confirm the additional burner's type.	236	95 × 66 × 65.5 0.411 m³	2,876	5,295

Shelf price floors are rounded up using 25% Swedish VAT, a 3% average discount and a 30% gross margin after discounts. Carton volume uses the three external dimensions. Confirm gross weight, carton strength and pallet layout before planning container loads.

Range decisions

Lead with item 03. Its 2,666 cm² cooking area is close to Motonet's 63.5 × 40.6 cm grill at a regular SEK 2,499. Item 04 has the same cooking area. Its cabinet adds an estimated SEK 505 per unit landed, so quote it at a higher price point.

Keep item 01 as a compact option. Its folding tabletop format serves a different use case from a full-size cart grill. Check pricing, gas supply compatibility and demand against the Grillexpert and Weber portable ranges.

Defer stocking items 05 and 06. Jula lists both its 4+1 and large-format 6+1 models at SEK 3,499. Buyers would need to confirm that the larger cooking area or burner configuration can support the prices needed for a 30% product margin.

The supplier quote is Summary list Europe BBQ.xls, tab **sheet (2)**, rows 3-8. Item 02 is a pizza oven quoted at USD 320 FOB. Minimum order, certification, quote validity, port of loading and after-sales allowance are blank in the quote.

Grillexpert portable · Weber Q1200N · Jula 4+1 · Jula 6+1

Swedish price and availability benchmarks

Public listings were checked on 20 November 2026. Prices include VAT. Historical promotions and earlier snapshots are identified below.

Retailer / channel	Product and comparison	Price (SEK)	Availability and source
Motonet Specialty retailer	Roastmaster 85-03537 **Direct match.** Three main burners, 63.5 × 40.6 cm, cast-iron grate and griddle, double-wall hood.	2,499 1,999 member	Listed in stock at 8 of 8 stores. Ships from the online warehouse. Member price through 1 Dec 2026. Product · Store directory
Rusta Discount retailer	Forge 623514820101 **Direct match.** Three main burners, 56.4 × 40.6 cm, cast-iron grate, 8.79 kW.	2,499 2,099 promo	In stock online. The brand page marks it as online-only. Product
BAUHAUS Home and garden	Tampa 3B 1436462 **Direct match.** Three main burners, 56 × 40 cm, cast-iron grate, 10.8 kW.	2,495	Can be added to cart. Store and warehouse stock counts were undisclosed. Product
Clas Ohlson Home and hardware	34-5631 **Direct match.** Three main burners, 48 × 42 cm, cast-iron grate, double-wall hood.	2,499 1,499 past promo	Earlier promotion ended 4 Oct 2026. Store stock remains unverified. Product
Jula Home and hardware	Steely King 5042B / 027549 **Comparable.** Three main burners plus a side burner, 50 × 41.5 cm, cast-iron grate.	2,499	Product and online sales listing available. Store-level stock awaits verification. Product
ICA / ICA Maxi Supermarket / hypermarket	FCCBBQ Performance Pro 3.1 / 2124251 **Comparable.** Three main burners plus a side burner, 62 × 43 cm, enamelled cast-iron grate.	Select a store	ICA lists this SKU. Select a store for pricing and fulfilment. Product
ICA Maxi Hypermarket	Weber Spirit E-310 / 2151519 **Premium comparable.** Three main burners and an enamelled cast-iron grate.	5,499	Maxi only. Häggvik lists a gas grill department. Live stock for this SKU was undisclosed. Product · Häggvik store
Stora Coop Hypermarket	Weber Spirit E-310 **Premium comparable.** Three main burners and a 2,314 cm² cooking area.	5,999 past promo 7,499 prior regular	The 2026 week 22 flyer names six stores. Live stock for this SKU was undisclosed. Flyer

Direct matches are freestanding cart-style gas grills with three main burners and similar cooking area and grate specifications. Other comparable grills differ in features such as a side burner, cooking area or brand price premium. The stock observations are snapshots of retail coverage.

Which buyers to approach

Start with home, garden or hardware buyers for the eight-store and online pilot. Regular prices for the closest Swedish products cluster at SEK 2,495-2,499. Motonet's comparable product showed stock across all eight stores in its directory. Promotions reached SEK 1,999, which needs a separate cash sensitivity.

For hypermarkets, start with ICA Maxi and Stora Coop. Use Häggvik or stores with seasonal grill departments as examples. Ask buyers for peak-season sales per store per week and returns on three-burner grills in the same price range. ICA is already planning its 2027 grill season.

Motonet Sweden store directory · ICA Maxi seasonal range · Stora Coop past promotion

Competitors in the other seven markets

Listings and availability are recorded by market and channel as observed on 20 November 2026. Prices are in the local currency.

Market / channel	Representative product	Public price	Availability and source
Denmark Bilka / føtex Hypermarket / supermarket	Nexgrill Classic 3 (200349034). Three main burners. Both retailers list the same SKU.	DKK unverified	Current price and store-level stock were undisclosed. Bilka · føtex
Denmark Harald Nyborg Hardware	BAKERgrill 36991. Direct match. Three main burners, 63 × 41 cm, double-wall hood, enamelled grate.	DKK 999	In stock online and at most stores, per the listing. Store count unavailable. Listed delivery fee DKK 429. Product
Finland Prisma Hypermarket	Mustang Greenville 3 (111082333). Direct match. Three main burners, 63 × 41 cm, cast-iron cooking surface.	EUR 259	The listing showed delivery and pickup unavailable. Store stock was undisclosed. Product
Finland K-Citymarket Hypermarket	Peak 3. Direct match. Three main burners, 54 × 38 cm, enamelled cast-iron cooking surface.	Historical price excluded	Listed in a spring 2026 flyer. Select a store for live stock. Flyer · Category
Finland Motonet Specialty retailer	Roastmaster 85-03537. Direct match. Three main burners, 63.5 × 40.6 cm.	EUR 229 199 member	Ships online. Stock at 43 stores, per the listing. Total store count unconfirmed. Member price through 1 Dec. Product
Finland HalpaHalli Discount retailer	Terazze 3 V3 (284045016). Three main burners.	EUR 229	Listed in stock. Store-level quantities remain unverified. Product
Norway Obs Hypermarket	FCC Performance III Pro 3.1S. Comparable. Three main burners plus a side burner, 62 × 43 cm.	NOK 5,999 3,499 clearance	In stock online. Listing shows 24 stores in stock. Official directory lists 32 stores. Product · Store directory
Norway Rusta Discount retailer	Forge 623514820101. Direct match. Three main burners, 56.4 × 40.6 cm, cast-iron grate.	NOK 2,499 2,099 promo	In stock online. Store-level availability was undisclosed. Product
Norway Biltema General retailer	50-288. Direct match. Three main burners, 10.5 kW.	NOK 1,799	Store pickup option shown. Stock at individual stores was unverified. Product
Iceland BYKO / BAUHAUS Home and garden	Mustang Greenville 3, 63 × 41 cm. Weber Spirit E-310, a premium comparable.	ISK 73,999 / 89,995	BYKO price from an indexed listing, stock unconfirmed. BAUHAUS allows cart addition. Store-level stock was undisclosed. BYKO · BAUHAUS
Faroe Islands Fønix / ROK Specialty / online	Fønix Weber Spirit E-310 Classic. ROK previously listed a three-burner Black+Decker.	DKK 9,375 / 2,535 past	Fønix local stock unverified. ROK withdrew the listing. Danish warehouse stock is tracked separately from island stock. Fønix · ROK past listing
Greenland Pisiffik and others Supermarket	The public flyers sampled yielded no confirmed direct match.	-	Pisiffik's online shop was paused. See the appendix for weekly flyer coverage. Retailer notice
Åland Clas Ohlson Home and hardware	Finnish listing 34-5631. Three main burners, 48 × 42 cm. A Maxinge store operates on Åland.	EUR 249 149 past promo	Finnish price for reference. Stock at the Maxinge store was unverified. Finnish product · Shopping centre

Follow-on markets. Validate landed cost in Finland. Approach Obs or specialty retailers in Norway. Denmark has a DKK 999 entry price. In Iceland and the autonomous territories, check freight and service costs with local distributors first.

Sweden pilot by week

The pilot opens with 80 units and no replenishment. Store-weeks reflect time in stock. Online orders average one unit, and click-and-collect is counted as online.

ECDB's 2025 Sweden Garden estimates show a **6.5%-7.0%** add-to-cart rate and **76.0%-76.5%** cart abandonment. Add-to-cart rate × (1 - abandonment rate) gives a **1.5275%-1.6800%** range. The model uses its midpoint, 1.60375%, as a proxy for conversion on the pilot SKU.

ECDB Sweden Garden · Conversion funnel definitions

Base case · 1.60375% online conversion

Week start	In-stock store-wks	Units / store-wk	Product visits	Store gross	Web gross	Returns / restocked	Net sold	Cum. net sold	End stock	Cum. cash SEK
1 · 26 Apr	6.0	0.45	200	3	3	0/0	6	6	74	-109,805
2 · 03 May	8.0	0.50	250	4	4	0/0	8	14	66	-94,931
3 · 10 May	8.0	0.55	280	4	5	0/0	9	23	57	-78,198
4 · 17 May	8.0	0.60	320	5	5	1/1	9	32	48	-61,695
5 · 24 May	8.0	0.65	360	5	6	0/0	11	43	37	-41,243
6 · 31 May	8.0	0.70	400	6	6	0/0	12	55	25	-18,933
7 · 07 Jun	8.0	0.65	360	5	6	1/1	10	65	15	-570
8 · 14 Jun	8.0	0.55	300	4	5	0/0	9	74	6	+16,163
Eight weeks	62.0	0.58	2,470	36	40	2/2	74	74	6	+16,163

Downside · 1.20% online conversion

Week start	In-stock store-wks	Units / store-wk	Product visits	Store gross	Web gross	Returns / restocked	Net sold	Cum. net sold	End stock	Cum. cash SEK
1 · 26 Apr	5.0	0.30	130	2	2	0/0	4	4	76	-113,523
2 · 03 May	6.0	0.35	160	2	1	0/0	3	7	73	-107,945
3 · 10 May	6.0	0.35	180	2	3	0/0	5	12	68	-98,649
4 · 17 May	6.0	0.40	210	2	2	0/0	4	16	64	-91,212
5 · 24 May	6.0	0.40	230	3	3	0/0	6	22	58	-80,057
6 · 31 May	6.0	0.45	260	2	3	1/1	4	26	54	-72,850
7 · 07 Jun	6.0	0.40	230	3	3	0/0	6	32	48	-61,695
8 · 14 Jun	6.0	0.35	195	2	2	0/0	4	36	44	-54,258
Eight weeks	47.0	0.38	1,595	18	19	1/1	36	36	44	-54,258

Model. Store demand = in-stock store-weeks × units per store-week. Online demand = product visits × conversion × units per order. The model rounds cumulative demand by channel and caps sales at pooled stock. It also rounds returns and restocking cumulatively. Net sales = store and online gross sales less weekly returns. Closing sellable stock = opening stock plus restocked returns less gross sales.

Operating assumptions. Base-case displays reach full coverage after week 1 and exposure builds through May. The downside assumes five to six equivalent in-stock stores, lower traffic and lower conversion. Both cases assume a 4% return rate, a two-week lag and 75% of returns resellable. The eight-week store rate uses actual gross units from the model.

Cash recovery on the 80-unit order

The model uses the Swedish retailer's perspective, with cash collected in the week of sale and opening costs paid up front. Amounts are in SEK unless shown as USD.

Landed cost is SEK 1,412 per unit. Estimate USD 110 × 10.15 plus freight of 0.225225 m³ × SEK 1,000/m³ and SEK 70 for duty, clearance and inbound charges. The order is USD 8,800 FOB and about 18.02 m³ packed. With SEK 8,000 in launch costs, the opening cash outlay is **SEK 120,960**. Riksbank's 19 Nov 2026 reference rate was 10.14101 SEK/USD.

Revenue per retained sale, excluding VAT, is SEK 1,939.22 (SEK 2,499 × 97% ÷ 1.25). Deduct SEK 80 per gross sale for selling, fulfilment and payment and SEK 150 per return. At a 4% return rate, contribution is SEK 1,849.64 per net unit and cash breaks even at **66 net units**. Week 8 base-case cash is +SEK 16,163, or **+SEK 14,073** after reserving SEK 2,089 for one return in weeks 9-10.

Weekly cash movement = net units × 1,939.224 - gross units × 80 - returns × 150. Account separately for any temporary cash tied up in recoverable import VAT and actual buyer payment terms.

Riksbank daily rate · Swedish Tax Agency VAT rate · Swedish Customs import charges

Price and cost sensitivity at base-case sales

Price incl. VAT	Landed / unit	Product margin after discount	Break-even net units	Cash after refund reserve
2,499	1,412	27.2%	66	+14,073
1,999	1,412	9.0%	83	-14,251
2,299	1,412	20.9%	72	+2,744
2,699	1,412	32.6%	61	+25,403
2,499	1,512	22.0%	70	+6,073
2,499	1,357	30.0%	64	+18,473

At SEK 2,499, a 30% margin caps landed cost at SEK 1,357.46, or **USD 104.65 FOB** at the same freight and allowances. Matching the competitor's SEK 1,999 member price requires 83 net units to break even, more than the opening order.

Buyer checkpoints

Timing	Replace assumptions with buyer data
Week 2	Base-case targets are **14 net units**, 14 in-stock store-weeks and 450 visits. If sales are closer to the downside's seven units, verify actual on-sale dates, product visits and paid units before updating the remaining six weeks.
Week 4	The base case reaches **32 net units** and 33 gross. About 36 more gross units, or nine per week, are needed to reach the 69-unit threshold. At only 16 gross units to date, about 53 are still needed. Hold additional orders.
Week 8	Reconcile paid sales, refunds, sellable stock and open refunds. Use cash recovery, remaining stock and measured sales per store-week to decide whether to reorder. The downside ends with 44 units left and a SEK 54,258 cash shortfall.

With 40 gross online sales, stores need about **0.47 units per in-stock store-week**. With 36 gross store sales, online needs about **2,058 product visits**. Under downside traffic and sales, cap the opening order at about **41 units** for cash recovery if unit and fixed costs hold. Get a freight quote for the smaller batch.

Ask Duro for the factory SKU, whether an 80-unit order meets the MOQ, loading port, lead time, gross weight, optional regulator and hose, spare parts and after-sales terms. Check Swedish gas type and pressure, CE marking, the EU Declaration of Conformity and Swedish instructions. Confirm that certification and rating plate refer to the same model.

EU Gas Appliances Regulation · Swedish LPG guidance

Supermarket and hypermarket coverage

The denominator is the set of retail banners, formats and independent outlets identified in this review. Formats under the same group are listed separately. A reviewed entry had a public product, sales catalogue or promotion. The listings also record directory-only access and gaps in public stock data.

Sweden · 11/18 entries reviewed

Product or promotion ICA Maxi · Stora Coop · Coop · X:-TRA · Willys · Hemköp · City Gross · Tempo · Matöppet · Eurocash · Lidl

Directory only or limited access ICA Kvantum · ICA Supermarket · ICA Nära · Willys Hemma · Handlar'n · Nära Dej · Costco

Related non-grocery retailers Motonet · Rusta · BAUHAUS · Jula · Clas Ohlson · jem & fix · Biltema · HORNBACH

Maxi Häggvik near Stockholm has a dedicated grill department. Sörböle and five other stores advertised Weber in the same flyer. Live SKU-level counts remain unverified. Market directory

Denmark · 14/17 entries reviewed

Product or promotion Bilka · føtex · Netto · Kvickly · SuperBrugsen · Brugsen · 365discount · MENY · SPAR · Min Købmand · REMA 1000 · Lidl · Løvbjerg · ABC Lavpris

Directory only or limited access føtex food · Salling Super · Let-Køb

Related non-grocery retailers Harald Nyborg · jem & fix · SILVAN · Imerco

Bilka and føtex list the same Nexgrill SKU. Stock remains unverified for each banner. ABC Lavpris promotional coverage uses the Billund 7190 location. Market directory

Finland · 10/13 entries reviewed

Product or promotion Prisma · S-market · Alepa · K-Citymarket · K-Supermarket · K-Market · Lidl · Minimani · HalpaHalli · Tokmanni

Directory only or limited access Sale · Food Market Herkku · M-ketju

Related non-grocery retailers Motonet · Rusta · Biltema · Clas Ohlson

Select individual K Group stores to check stock. Prisma showed delivery and pickup unavailable. Minimani filters the category by store. Category totals were excluded from SKU coverage. Market directory

Norway · 15/17 entries reviewed

Product or promotion KIWI · MENY · SPAR · EUROSPAR · Joker · Nærbutikken · Jacob's · Gigaboks · Obs · Extra · Coop Mega · Coop Prix · REMA 1000 · Bunnpris · Holdbart

Directory only or limited access Coop Marked · Matkroken

Related non-grocery retailers Obs Bygg · Jula · Rusta · Biltema · Clas Ohlson · Europris

EUROSPAR promotional coverage uses its Molde store. The Obs listing shows 24 stores with stock, or 75% of the 32 in the directory. Obs Bygg is counted separately. Market directory

The review used local terms such as gasolgrill, gasgrill, kaasugrilli and gassgrill, then compared main burner count, cooking area, cast-iron grates and cart format. Store availability ratios use the SKU's published in-stock count and the matching market's store directory.

Iceland and the autonomous territories

The review uses the Nordic Council of Ministers' eight-market definition. Island stock, stock at mainland warehouses and local catalogue listings are recorded separately. Nordic Co-operation

Iceland · 8/13 entries reviewed

Product or promotion Bónus · Hagkaup · Krónan · Nettó · Kjörbúðin · Krambúðin · Costco · Fjarðarkaup

Directory only or limited access SPAR · Prís · 10-11 · Iceland · Extra

Related non-grocery retailers BYKO · BAUHAUS · Húsasmiðjan · ELKO · JG Grill

Costco lists charcoal alternatives. Hagkaup and other public pages did not confirm store-level stock for a gas grill of similar specification. Some banners had store or app directory access only. Market directory

Faroe Islands · 5/7 entries reviewed

Product or promotion Bónus · Miklagarður · FK · INN · Samkeyp

Directory only or limited access Á · Mylnan

Related non-grocery retailers Fønix · ROK · Balslev · Borg XL Byg directory

Heygabúðin is listed under Samkeyp. Hagar lists eight Bónus stores and Miklagarður in Tórshavn. These counts describe the retail network. Market directory

Greenland · 3/5 entries reviewed

Product or promotion Pisiffik · Brugseni · Pilersuisoq

Directory only or limited access SPAR · Akiki

Related non-grocery retailers Powered by Brugseni

Pisiffik's online shop was paused, so the review used promotions. Brugseni publishes town-specific flyers. KNI reports 67 Pilersuisoq stores. SKU-level stock was unavailable. Market directory

Åland · 3/10 entries reviewed

Product or promotion K-Supermarket · Sparhallen · S-market

Directory only or limited access Varuboden City · Minimarket · Vårdö Närbutik · Brändö Andelshandel · Kökar Handelsbod · Sottunga Andelshandel · Eckerö Hallen

Related non-grocery retailers Clas Ohlson stores · Byggvaruhuset directory

Kantarellen in Jomala and Mattssons in Godby count as one K-Supermarket format. Sparhallen is at Sparvägen 1 in Jomala. Market directory

ECDB and buyer data gaps

The public ECDB sample had a matched set of add-to-cart and abandonment rates for Sweden's broader 2025 Garden category. Public paired rates for the narrower gas grill category remain unverified in Sweden and the other markets. Use the buyer's seasonal plan, historical weekly store sales at the target price, paid sales and refunds to refine the pilot. ECDB data coverage