

MDA.

MDA BUSINESS ADVISORY HANDBOOK

EU SALES JUST GOT MORE EXPENSIVE.

The EU duty change is live as of 1 July 2026. This guide shows DTC and B2B brands exactly what it costs — and what to do about it right now.

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It Landed Today. Most Brands Aren't Ready.

PACKING ORDERS LIKE ANY
OTHER DAY...

"Just packed 40 orders
for Germany. Best week
yet."

THEN THE INVOICE ARRIVES



"Wait — why are there
additional fees on every
single parcel?"

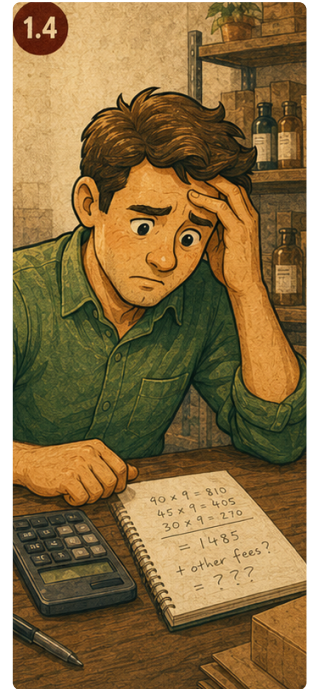
THE NUMBER ON THE SCREEN



"€9 per parcel? That
wasn't there last month."

€9 PER PARCEL

RUNNING THE MATHS



"90 orders × €9... that's
€810 this week alone."

Sound familiar? Book a Free
Diagnostic →
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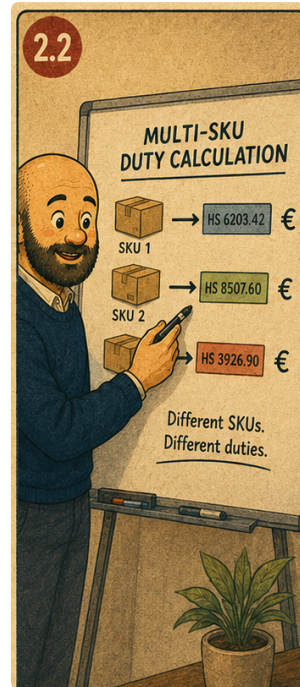
What the EU Duty Change Actually Costs You

MDA BREAKS IT DOWN



"Different products carry different duties. Let's look at your specific SKU mix."

THE MULTI-SKU PROBLEM



"3 SKUs, 3 tariff codes. Each attracts its own minimum duty. It multiplies fast."

THE ANNUAL PICTURE



"On £500k EU revenue, the total estimated duty exposure is significant."

£85,000 TOTAL DUTY COST

THE PLAN



"We'll plan ahead so there are no surprises down the road."

Get your duty model built now →
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Three Roads. Only One Protects Your Margin.

OPTION 1: ABSORB IT

3.1



"Take the full duty hit on every order. Margin drops immediately."

MARGIN ↓

OPTION 2: PASS IT ON

3.3



"Add a surcharge. Expect conversion to drop 15–25% on EU orders."

CONVERSION ↓

OPTION 3: RESTRUCTURE

3.1



"Hold stock in the EU. Orders ship domestically. No duty. No impact on conversion."

MARGIN PROTECTED

THE RIGHT MOVE

2.4



"Option 3. That's the one that makes commercial sense."

Find out if Option 3 works for you →
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The Commercial Model That Fixes This

WEEK 1: AUDIT YOUR EXPOSURE

4.1



"We map your EU order profile, SKU mix and tariff codes. You see exactly what you're facing."

WEEK 2: MODEL THE OPTIONS

4.3

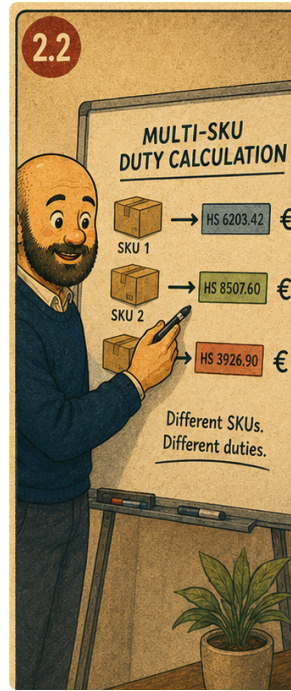


"Duty absorbed vs passed on vs EU warehouse. Clear P&L comparison."

PAYBACK: 10 WEEKS

WEEK 3: BUILD THE PLAN

2.2



"Setup cost £8k-£20k. On £500k EU revenue, recovered in under 3 months."

DECISION MADE

2.4



"We've got a clear plan and we're moving before this costs us any more."

Start your commercial model now →
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The Brands That Acted Are Already Ahead.

1 JULY IS HERE



"Every other brand I know is scrambling today. We already sorted this."

THE DASHBOARD TELLS THE STORY



"EU orders shipping domestically. Zero duty. Zero issue."

ZERO DUTY COST

THE MARGIN PROTECTED



"At £8,750 a month in avoided duty, that's over £100,000 a year back in the business."

£100K+ PROTECTED / YEAR

THE TAKEAWAY



"Glad we modelled it before it hit. Not after."

Don't wait. Book a Free Diagnostic →
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THE COST IS LIVE. THE FIX IS STRAIGHTFORWARD.

- ✓ Model your exact EU duty exposure
- ✓ Compare your three response options
- ✓ Get the payback model on EU fulfilment restructure
- ✓ Walk away with a clear commercial plan

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No pitch. No obligation. Just a straight conversation.