

Product Range & Category Plan

Consumer Electronics & Appliances

Document type: Plan / SOP / strategy / guide · Generated 28 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a product-range and category plan — which categories, brands, price-tiers and models to stock at what depth, balancing margin, velocity and obsolescence risk — so you carry the right range without dead stock. Use it to plan assortment. For a new category use the Product Line Feasibility Study (via feasibility).

Purpose of this tool & output

Decide what to stock across categories

How the output is used

Use it to decide what to stock across categories — the mix of TVs, appliances, mobiles and accessories that fits your customers and cash.

Important cautions

Electronics models change fast — stock fast-movers, display-and-order slow/premium models, and avoid deep inventory that becomes obsolete. The margin is in accessories, attach and premium, not commodity boxes.

Companion documents

- Product Selection Advisory
- Model Mix & New-Launch Management
- Accessories & Attach-Sales Plan
- Mobile & Accessories Category Playbook
- Premium / High-Value Category Strategy
- Refurbished & Exchange Program

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.