

Model Mix & New-Launch Management

Consumer Electronics & Appliances

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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 an approach to manage the fast model cycle — bringing in new launches, clearing end-of-life/old models before value drops, and balancing the mix — so you ride launches and avoid getting stuck with obsolete stock. Use it to manage the model cycle. For overall range use the Product Range & Category Plan.

Purpose of this tool & output

Handle fast launches and end-of-life models

How the output is used

Use it to handle fast launches and end-of-life models — a model-mix and new-launch plan that avoids being stuck with old stock.

Important cautions

On fast-changing categories, do not buy deep — obsolete stock loses value quickly; clear old models proactively and use brand price-protection/return schemes. Ride launches for margin and footfall.

Companion documents

- Product Range & Category Plan
- Product Selection Advisory
- Accessories & Attach-Sales Plan
- Mobile & Accessories Category Playbook
- Premium / High-Value Category Strategy
- Refurbished & Exchange Program

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