

Brand & Portfolio Architecture

FMCG Brands & Distribution

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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

Designs brand and portfolio architecture — master brand vs sub-brands, range and variant logic, good-better-best tiers and pack-price ladder — so the portfolio is coherent and not cannibalising. Use it as your range grows. For an individual SKU use the Product / SKU Feasibility Study.

Purpose of this tool & output

Organise master brand, sub-brands and SKUs

How the output is used

Use it to organise master brand, sub-brands and SKUs — a brand and portfolio architecture that avoids confusion and cannibalisation.

Important cautions

A long tail of slow SKUs drains margin and shelf; prune deliberately.

Companion documents

- FMCG Brand Launch Plan
- FMCG Business Plan
- Brand Positioning & Proposition
- Category Entry Analysis
- Go-To-Market Strategy
- Product / SKU Feasibility Study

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.