

FMCG Brand Launch Plan

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

Produces a launch plan for a new FMCG brand — category and positioning, product range, pricing, channel-entry (GT/MT/e-com), go-to-market and a phased rollout. Use it when launching a consumer product. For the full investor plan use the FMCG Business Plan.

Purpose of this tool & output

Plan to launch a consumer brand in India

How the output is used

Use it as your first roadmap to launch a consumer brand in India — the proposition, product, channels and launch sequence.

Important cautions

Validate demand with a pilot; FMCG succeeds on distribution and repeat, not just product.

Companion documents

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

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.