

Brand P&L Modeller

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

Models an FMCG brand P&L from discrete lines — net sales, cost of goods, trade margins/schemes, A&P, distribution cost, and overheads — to gross margin, contribution and net profit. Use it to understand brand profitability. For one SKU use the Product / SKU Feasibility Study.

Purpose of this tool & output

Model the full brand profit and loss

How the output is used

Use it to model the full brand profit and loss — revenue, COGS, trade spend, A&P and the real brand contribution.

Who should vet it

Your CA or finance head, to confirm the trade-spend and A&P allocation in the brand P&L.

Important cautions

Validate with your books; FMCG net margins are thin — small line changes matter a lot.

Companion documents

- Price & Margin Waterfall
- Working Capital Planner
- Brand Break-Even Analysis
- A&P / Trade Spend Budget Planner
- Cash Flow & Funding Plan
- Pricing Strategy & Price-Pack Architecture

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.