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Brand Break-Even Analysis

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

Computes break-even for an FMCG brand from discrete inputs — contribution per unit/case and fixed costs (team, A&P, overheads) — giving the volume and revenue needed to break even and the margin of safety. Use it to set the survival threshold. For unit contribution use the Price & Margin Waterfall.

Purpose of this tool & output

How much you must sell to cover costs

How the output is used

Use it to find how much you must sell to cover costs — a brand break-even given fixed cost, contribution and A&P.

Who should vet it

Your CA or finance head, to confirm the fixed costs and contribution used in the break-even.

Important cautions

Fixed A&P and team costs are the FMCG break-even drivers; scale volume or trim fixed spend to reach it.

Companion documents

- Brand P&L Modeller
- Price & Margin Waterfall
- Working Capital Planner
- 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.