

Product Cost / Value Engineering

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

Builds a value-engineering plan to reduce product cost — ingredients, formulation, pack, weight/grammage and process — while protecting quality, taste and label claims, so margins improve or price can hold. Use it when margins are squeezed. For pricing use the Price & Margin Waterfall.

Purpose of this tool & output

Cut product cost without cutting appeal

How the output is used

Use it to cut product cost without cutting appeal — a value-engineering analysis of where cost can come out safely.

Who should vet it

Your R&D or quality lead, to confirm a cost change does not hurt product quality or compliance before you make it.

Important cautions

Do not silently degrade quality or shrink packs deceptively; consumers and Legal Metrology both notice.

Companion documents

- New Product Development Plan
- Packaging Design Brief
- Label & Legal Metrology Compliance Check
- FSSAI Product & Licence Compliance
- Contract Manufacturing / Co-Packing Setup
- Shelf-Life & Stability Planning

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.