

D2C Website & Store Setup

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

Plans a direct-to-consumer setup for an FMCG brand — platform choice, catalogue and subscription, payments and shipping, first-order economics, and a traffic/retention plan — so you own the customer, not just rent shelf. Use it to build a D2C channel. For marketplace use the E-Commerce Marketplace Launch tool.

Purpose of this tool & output

Sell direct to consumers from your own store

How the output is used

Use it to sell direct to consumers from your own store — a D2C website and store setup across catalogue, payments and fulfilment.

Important cautions

D2C for FMCG lives on repeat and low shipping cost per order; single low-value orders rarely pay back CAC.

Companion documents

- E-Commerce Marketplace Launch
- Quick Commerce Onboarding
- E-Com Listing & Content Optimization
- Marketplace Ads & Visibility Plan
- Q-Commerce / E-Com Unit Economics
- E-Com Inventory & Fulfilment Ops

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