

E-Com Inventory & Fulfilment Ops

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

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 an inventory and fulfilment operating plan for online — stock allocation across FBA/warehouses/dark-stores, replenishment and forecasting, avoiding stockouts and overstock/expiry, and returns handling — so online availability stays high without dead stock. Use it to run online supply. For MT fill use the Fill Rate & Service Level Improvement tool.

Purpose of this tool & output

Keep stock available across platforms and DCs

How the output is used

Use it to keep stock available across platforms and DCs — an e-com inventory and fulfilment ops approach that avoids stockouts and dead stock.

Important cautions

Balance availability against FBA storage cost and food expiry; both stockouts and dead stock hurt.

Companion documents

- E-Commerce Marketplace Launch
- Quick Commerce Onboarding
- D2C Website & Store Setup
- E-Com Listing & Content Optimization
- Marketplace Ads & Visibility Plan
- Q-Commerce / E-Com Unit Economics

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