

Product / SKU Feasibility Study

FMCG Brands & Distribution

Document type: Financial model / analysis · Generated 27 Aug 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

Analyses whether a new product/SKU is viable — landed cost, trade margins down the chain, MRP vs competitors, break-even volume and margin left for the brand — with a go/no-go. Use it before adding an SKU. For full pricing use the Price & Margin Waterfall.

Purpose of this tool & output

Check if a new SKU will make money

How the output is used

Use it to check if a new SKU will make money — the cost, margin, volume and trade-spend economics before you launch it.

Who should vet it

Your finance lead or an FMCG consultant, to confirm the margin and trade-spend assumptions before you launch the SKU.

Important cautions

Ensure MRP is inclusive of GST and margins are realistic for the category.

Companion documents

- FMCG Brand Launch Plan
- FMCG Business Plan
- Brand Positioning & Proposition
- Category Entry Analysis
- Go-To-Market Strategy
- Sales & Distribution Org Structure

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.