

# Pricing Strategy & Price-Pack Architecture

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 a pricing strategy and price-pack architecture — magic price points, LUPs/bridge packs, channel price harmony and premium/value laddering — so you cover consumer price points and channels without conflict. Use it to design the price ladder. For a single MRP build use the Price & Margin Waterfall.

## Purpose of this tool & output

Price across packs, channels and price points

## How the output is used

Use it to price across packs, channels and price points — a pricing strategy and price-pack architecture for reach and margin.

## Important cautions

Cover key price points and keep channel prices harmonised; grammage cuts must be transparent to avoid backlash.

## Companion documents

- Brand P&L Modeller
- Price & Margin Waterfall
- Working Capital Planner
- Brand Break-Even Analysis
- A&P / Trade Spend Budget Planner
- Cash Flow & Funding Plan

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.