

Q-Commerce / E-Com Unit Economics

FMCG Brands & Distribution

Document type: Financial model / analysis · 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

Computes online (marketplace/q-com/D2C) unit economics from discrete lines — selling price, product cost, platform commission, fulfilment/shipping, ad cost per order, returns and payment-cycle cost — so you know contribution per order. Use it before scaling online. For the brand P&L use the Brand P&L Modeller.

Purpose of this tool & output

See if an online order actually makes money

How the output is used

Use it to see if an online order actually makes money — q-commerce/e-com unit economics after commission, ads, returns and fulfilment.

Who should vet it

Your finance or e-com lead, to confirm the commission, ads and fulfilment costs in the unit economics.

Important cautions

Online looks big but margins are thin after commission, shipping and ads; raise AOV to make it work.

Companion documents

- E-Commerce Marketplace Launch
- Quick Commerce Onboarding
- D2C Website & Store Setup
- E-Com Listing & Content Optimization
- Marketplace Ads & Visibility Plan
- E-Com Inventory & Fulfilment Ops

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.