

Quick Commerce Onboarding

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

Guides onboarding an FMCG brand to quick-commerce platforms — buyer approach, assortment and pack for q-com, margins/marketing commitments, dark-store fill and availability, and the ad model — so you win in 10-minute delivery. Use it for q-commerce. For unit economics use the Q-Commerce / E-Com Unit Economics tool.

Purpose of this tool & output

Get onto Blinkit, Zepto and Instamart

How the output is used

Use it to get onto Blinkit, Zepto and Instamart — a quick-commerce onboarding plan across catalogue, DCs and terms.

Important cautions

Q-com is margin-hungry and availability-driven; a listing with poor fill and no ads barely sells.

Companion documents

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