

Scheme ROI Calculator (After the Scheme)

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

Analyses a completed trade/consumer scheme — incremental volume vs baseline, scheme cost, incremental margin and ROI, plus loading/pantry-loading effects — so you stop repeating schemes that only cost margin. Use it after a scheme. For designing the next one use the Trade Scheme Designer.

Purpose of this tool & output

Calculate whether a scheme that has run actually paid back

How the output is used

Use it to find out if your schemes actually pay back — a scheme ROI and effectiveness analysis of incremental sales versus cost.

Who should vet it

Your trade-marketing or finance lead, to confirm the incremental-sales and cost inputs in the ROI.

Important cautions

Always net out loading; a scheme that borrows next month sales is not real growth.

Companion documents

- Trade Scheme Designer & Costing
- Consumer Promotion Planner
- Visibility & Merchandising Plan
- Display / Shelf-Share Scheme Planner
- Festive & Seasonal Activation Plan
- Product Sampling & Trial Drive

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.