

D2C & Online Selling Playbook

Plantation & Commercial Crops

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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

Produces a playbook to sell estate produce direct to consumers — product formats, packaging and shelf life, pricing, online channels, fulfilment and retention. Use it to build a direct-to-consumer line from the estate.

Purpose of this tool & output

Sell estate produce direct to consumers

How the output is used

Use it to sell estate produce direct to consumers — a D2C and online selling playbook across packaging, channel and fulfilment.

Important cautions

D2C needs food-safety compliance, consistent quality, packaging and marketing investment and reliable fulfilment; margins can erode on logistics and acquisition. Validate demand and unit economics at small scale first.

Companion documents

- Plantation Marketing Plan
- Auction & E-Auction Selling Guide
- Direct Buyer & Exporter Sourcing Guide
- Plantation Export Readiness Assessment
- Plantation Export Documentation Kit
- Estate Brand & Story Builder

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.