

D2C Brand Launch Plan

Retail & E-Commerce

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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

Get a 90-day direct-to-consumer launch roadmap — positioning, a phased plan across website, payments, logistics and marketing with a budget split, your channel mix and the metrics to track. Fill in your brand details below.

Purpose of this tool & output

Go direct-to-consumer with a clear 90-day launch roadmap

How the output is used

Use the 90-day roadmap to go direct-to-consumer with a clear launch plan across brand, site and marketing.

Important cautions

AI-generated plan; validate costs and channels for your category.

Companion documents

- [Shopify / Website Setup Guide](#)
- [Brand Story & Messaging](#)
- [Product Page Copywriter](#)
- [Subscription Model Designer](#)
- [Conversion Rate Optimisation Audit](#)
- [Checkout & Payments Optimiser](#)

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.