

FMCG Brands & Distribution — 112 tools

All tools · at-a-glance descriptions · Generated 14 Oct 2026

This is the full list of AiSevak tools in this industry, each with a short description of what it produces. Open any tool on aisevak.in to run it.

Brand Setup & Strategy

FMCG Brand Launch Plan

Produces a launch plan for a new FMCG brand — category and positioning, product range, pricing, channel-entry (GT/MT/e-com), go-to-market and a phased rollout. Use it when launching a consumer product. For the full investor plan use the FMCG Business Plan.

FMCG Business Plan

Builds a structured business plan for an FMCG brand or distribution business — market, product/channel model, distribution strategy, financials and milestones. Use it for funding or a bank loan. For unit economics use the Brand P&L Modeller.

Brand Positioning & Proposition

Crafts brand positioning and a consumer proposition for an FMCG product — target consumer, need, benefit, reason-to-believe and a positioning statement — so the brand is distinct on a crowded shelf. Use it to sharpen the brand. For pack messaging use the Packaging Design Brief.

Category Entry Analysis

Analyses whether to enter a given FMCG category — size and growth, competitive intensity, margins, distribution barriers, and your right-to-win — with a go/no-go. Use it before committing to a category. For launch mechanics use the FMCG Brand Launch Plan.

Go-To-Market Strategy

Builds a go-to-market strategy for an FMCG brand — which regions and channels to attack first, distribution-build sequence, trade and consumer activation, and spend priorities — so you scale efficiently instead of spreading thin. Use it after launch to scale. For distributor appointment use the Distributor Appointment Kit.

Product / SKU Feasibility Study

Analyses whether a new product/SKU is viable — landed cost, trade margins down the chain, MRP vs competitors, break-even volume and margin left for the brand — with a go/no-go. Use it before adding an SKU. For full pricing use the Price & Margin Waterfall.

Sales & Distribution Org Structure

Designs a sales and distribution organisation — ASM/SO/ISR structure, territory and span, and reporting for GT/MT/e-com — matched to your scale and geography. Use it when your sales team is growing. For hiring use the Field Sales Hiring Kit.

Brand & Portfolio Architecture

Designs brand and portfolio architecture — master brand vs sub-brands, range and variant logic, good-better-best tiers and pack-price ladder — so the portfolio is coherent and not cannibalising. Use it as your range grows. For an individual SKU use the Product / SKU Feasibility Study.

Distribution Network & Channel

Distributor Appointment Kit

Produces a distributor appointment kit — ideal-distributor profile, evaluation criteria, territory and investment expectations, ROI pitch and an appointment checklist — so you appoint capable distributors, not just willing ones. Use it to build your network. For the contract use the Distributor Agreement.

Distributor ROI Calculator

Computes distributor ROI from discrete inputs — investment (stock + credit + infra), margin, expenses (salaries, delivery, rent) and turnover — so you can show a prospective distributor the return and fix a loss-making one. Use it to pitch or diagnose DB economics. For your own P&L use the Brand P&L Modeller.

Channel Strategy (GT / MT / E-Com)

Builds a channel strategy across general trade, modern trade, e-commerce and quick-commerce — role of each channel, margin and pricing alignment, conflict management and investment split — so channels grow together, not against each other. Use it to plan channel mix. For MT specifically use the Modern Trade Listing Kit.

Super-Stockist / CFA Network Design

Designs the super-stockist / C&F (carrying-and-forwarding) network — where to place stock points, super-stockist vs CFA choice, coverage and replenishment, and margins/terms — so product reaches distributors reliably. Use it to design upstream supply. For distributor appointment use the Distributor Appointment Kit.

Territory Mapping & Coverage Plan

Builds a territory-mapping and coverage plan — outlet universe and classification, beats/routes, coverage and call frequency norms, and outlet-addition targets — so the sales team covers the market efficiently. Use it to plan coverage. For the daily beat use the Beat Plan & PJP Builder.

Distributor Performance Scorecard

Designs a distributor performance scorecard — secondary sales, coverage, range selling, stock and claims hygiene, and compliance — with weights and review cadence, so you manage DBs on facts. Use it to run distributor reviews. For diagnosing money use the Distributor ROI Calculator.

Rural Distribution / Van-Sales Plan

Builds a rural/small-town distribution plan — van-sales vs sub-stockist vs wholesale-led models, pack and price for rural, route design and economics — so you reach Bharat markets without bleeding cash. Use it to expand rural. For pack strategy use the Brand & Portfolio Architecture tool.

Wholesale Channel Strategy

Builds a wholesale-channel strategy — role of wholesale vs retail-billing, price and scheme discipline, managing leakage and cross-territory dumping, and when to reduce dependence — so wholesale drives volume without destroying margins and GT trust. Use it to manage the wholesale channel. For overall mix use the Channel Strategy tool.

Distributor Claims & Settlement SOP

Writes an SOP for distributor claims and settlements — scheme claims, damage/expiry returns, price-difference and reimbursement — with documentation, approval and timelines, so claims are fair, fast and not inflated. Use it to fix claims chaos. For scheme design use the Trade Scheme Designer.

Distributor Business Operations

Start a Distribution Business Guide

Produces a setup guide for starting an FMCG distributorship — brand/line selection, investment and infra, registrations (GST, FSSAI if needed), godown and vehicles, team and first-90-days plan. Use it to become a distributor. For whether a specific brand pays use the Distributor ROI Calculator.

Godown & Warehouse Management SOP

Writes a godown/warehouse SOP for a distributor — receiving and GRN, storage and FIFO/FEFO, batch and expiry control, stacking and pest/hygiene, picking and dispatch, and stock audits — so stock is fresh and losses are low. Use it to run the godown. For system stock use the DMS Selection guide.

Delivery Route & Logistics Plan

Builds a delivery route and logistics plan for a distributor — clustering orders, van/loader productivity, delivery-vs-order timing, and cost per delivery — so fulfilment is fast and cheap. Use it to fix delivery efficiency. For sales beats use the Beat Plan & PJP Builder.

Order-to-Delivery & Billing SOP

Writes an order-to-delivery SOP for a distributor — order capture (ISR app/manual), credit check, invoicing and e-invoice/e-way, scheme application, picking, delivery and payment collection — so the cycle is accurate and leak-free. Use it to tighten operations. For claims use the Distributor Claims & Settlement SOP.

Multi-Brand Distributor Management

Helps a multi-brand distributor manage several principals — SKU and working-capital allocation, ISR bandwidth split, avoiding conflicting lines, and prioritising by ROI — so you grow all lines without one starving the others. Use it when you carry many brands. For each brand ROI use the Distributor ROI Calculator.

Retailer Credit & Collection Policy

Builds a retailer credit and collection policy for a distributor — credit eligibility and limits, terms by outlet class, ageing control, collection routine and bad-debt handling — so outstanding does not choke working capital. Use it to control market credit. For working-capital sizing use the Distributor Working Capital Planner.

Distribution Management System (DMS) Selection

Guides selecting a DMS / SFA (sales-force automation) for a distributor or brand — must-have features (ISR ordering, stock, schemes, claims, secondary sales), integration with billing/Tally, cost and rollout — so you digitise without overbuying. Use it before buying software. For the billing SOP use the Order-to-Delivery & Billing SOP.

Sub-Stockist Appointment (Distributor)

Helps a distributor appoint sub-stockists/RS to extend reach into feeder markets — profile, margin split, territory, servicing and controls — so you cover more without direct cost, without losing price control. Use it to extend a distributor territory. For the agreement use the Sub-Stockist Agreement.

Sales Force & Beat Management

Beat Plan & PJP Builder

Builds beats and a permanent journey plan (PJP) for the sales team — day-wise routes, outlet sequence, call frequency by class and productivity targets — so every outlet is covered efficiently on a fixed cycle. Use it to organise field sales. For coverage strategy use the Territory Mapping & Coverage Plan.

Sales Target Setting & Split

Builds a sales target plan — top-line target broken down by month, brand/SKU, channel, territory and ISR — with growth logic and seasonality, so targets are fair and add up. Use it for annual/monthly planning. For incentives on targets use the Sales Incentive Scheme.

Daily Sales Report & KPI Design

Designs a daily sales report (DSR) and field KPI framework — calls, productive calls, bills, value, lines per bill, new outlets and collection — with definitions and a review format, so you manage the field on facts. Use it to build reporting. For the review meeting use the Sales Review & Governance Cadence.

ISR Productivity Improvement Plan

Builds a plan to raise field-sales productivity — diagnosing low productive-call %, low lines-per-bill or poor range selling, and fixing it via beat discipline, selling skills, must-sell lists and incentives. Use it when field output is weak. For training use the Field Sales Training Program.

Sales Incentive Scheme

Designs a field-sales incentive scheme from discrete components — value/volume targets, productive-call and range-selling metrics, new-outlet and collection rewards — with weights and payout slabs, so incentives drive coverage and range, not just billing. Use it to motivate the field. For targets use the Sales Target Setting & Split.

Numeric Distribution / Outlet Addition Drive

Designs an outlet-addition (numeric distribution) drive — target new-outlet lists, opening-order offers, ISR incentives, and a tracking mechanism — to widen distribution fast. Use it to expand reach. For deep range in existing outlets use the Range Selling & Assortment Push Plan.

Range Selling & Assortment Push Plan

Builds a range-selling plan — must-stock assortment by outlet class, lines-per-bill targets, planogram/visibility for width, and ISR pitch to push slow but profitable SKUs — so you raise weighted distribution and per-outlet value. Use it to deepen existing outlets. For new outlets use the Numeric Distribution drive.

Sales Review & Governance Cadence

Designs a sales review and governance cadence — daily ISR huddle, weekly SO review, monthly business review — with agendas, metrics and decisions at each level, so the sales engine is managed, not just measured. Use it to install sales discipline. For the metrics use the Daily Sales Report & KPI Design.

Field Sales Training Program

Designs a field-sales training program — the selling process (the productive call steps), range and must-sell selling, objection handling, merchandising, DMS app use and collection — so ISRs sell rather than just take orders. Use it to build capability. For productivity gaps use the ISR Productivity Improvement Plan.

Trade Marketing & Schemes

Trade Scheme Designer & Costing

Designs a trade scheme from discrete inputs — scheme type (QPS, slab, free-goods, margin), target SKUs, slab structure, cost per case and expected uplift — so the scheme drives real secondary sales at a known cost. Use it to plan a scheme. For whether it worked use the Scheme ROI / Effectiveness Analysis.

Consumer Promotion Planner

Plans a consumer promotion — price-off, extra-volume, combo, contest or gift-with-pack — with objective, mechanic, cost, legal/ASCI compliance and success metrics, so the offer drives trial or volume without just discounting habitual buyers. Use it for consumer offers. For trade schemes use the Trade Scheme Designer.

Visibility & Merchandising Plan

Builds a visibility and merchandising plan — planogram and shelf-share targets, primary vs secondary placement, POSM deployment and outlet-class-wise standards — so the brand is seen and picked. Use it to improve in-store presence. For POSM design use the POP / POSM Design Brief.

Display / Shelf-Share Scheme Planner

Designs a retailer display scheme — display standards, reward per outlet, verification (photo/audit) and payout terms — so you buy prominent shelf space that lifts sales, not just photos. Use it to run display drives. For the scheme economics use the Trade Scheme Designer.

Festive & Seasonal Activation Plan

Builds a festive/seasonal activation plan — special packs and gifting, trade loading and schemes, visibility, consumer offers and stock/production planning — so you capture peak demand (Diwali, Rakhi, wedding, summer) fully. Use it before a season. For channel-specific pushes use the Modern Trade Listing Kit or E-Commerce plans.

Product Sampling & Trial Drive

Plans a sampling/trial drive — where and how to sample (in-store, society, event, on-pack), quantities and cost, conversion tracking and follow-on offer — so trial converts to repeat, not just giveaways. Use it for a new product or new market. For consumer offers use the Consumer Promotion Planner.

Scheme ROI Calculator (After the Scheme)

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.

POP / POSM Design Brief

Writes a POP/POSM design brief — the material types (dangler, shelf-strip, standee, wobblers, danglers), message hierarchy, sizes/placements, compliance and quantities — so your point-of-sale material is noticed and used. Use it before printing POSM. For the wider plan use the Visibility & Merchandising Plan.

Product Development & Packaging

New Product Development Plan

Builds a new-product-development plan — concept and target, formulation/sourcing, prototyping and testing, costing, pack and compliance, and a launch-readiness gate — so a product idea reaches the shelf systematically. Use it to develop a new product. For the market launch use the FMCG Brand Launch Plan.

Packaging Design Brief

Writes a packaging design brief — pack format and material, shelf/visual hierarchy, mandatory declarations, variant differentiation and sustainability — so a designer delivers a shelf-standout, compliant pack. Use it before pack design. For the legal check use the Label & Legal Metrology Compliance Check.

Label & Legal Metrology Compliance Check

Reviews your product label/declarations against Legal Metrology (Packaged Commodities Rules) and FSSAI labelling — net quantity, MRP, mfg/expiry, FSSAI licence, veg mark, nutrition and more — and flags gaps before you print. Use it to avoid label violations. For FSSAI product approval use the FSSAI Product & Label Compliance tool.

FSSAI Product & Licence Compliance

Guides FSSAI compliance for a food product — the right licence (registration/state/central), product category and standards, testing, labelling and claims, and hygiene/audit readiness — so your product is legal to sell. Use it before/while selling a food product. For label specifics use the Label & Legal Metrology Compliance Check.

Contract Manufacturing / Co-Packing Setup

Guides setting up contract manufacturing / co-packing — selecting and auditing a co-packer, formulation and quality control, costing and MOQs, IP and confidentiality, and supply reliability — so you make product asset-light with quality control. Use it to outsource production. For the contract use the Co-Packing / Contract Manufacturing Agreement.

Shelf-Life & Stability Planning

Plans shelf-life and stability for a food/FMCG product — stability testing approach, factors affecting shelf life, packaging role, best-before setting and channel implications (q-com fresh-dating) — so you declare a safe, defensible shelf life. Use it during product development. For pack use the Packaging Design Brief.

Product Cost / Value Engineering

Builds a value-engineering plan to reduce product cost — ingredients, formulation, pack, weight/grammage and process — while protecting quality, taste and label claims, so margins improve or price can hold. Use it when margins are squeezed. For pricing use the Price & Margin Waterfall.

Consumer / Sensory Testing Plan

Designs a consumer and sensory testing plan — test type (blind taste, home-use, concept), sample and questions, benchmarking vs competitors and go/no-go criteria — so you validate product appeal before scaling. Use it before launch or a reformulation. For the development flow use the New Product Development Plan.

Modern Trade & Key Accounts

Modern Trade Listing Kit

Produces a modern-trade listing kit — the buyer pitch, category and margin story, listing documents and terms to expect (listing fees, margins, returns), and a launch plan — so you get and keep shelf space in MT chains. Use it to approach a chain buyer. For the terms fight use the MT Terms & Margin Negotiation tool.

Joint Business Plan (JBP) Builder

Builds a Joint Business Plan with a modern-trade key account — shared growth targets, assortment, promo calendar, visibility, and investment/margin commitments — so the relationship is strategic, not transactional. Use it for annual MT planning. For account profit use the MT Account Profitability Analysis.

MT Terms & Margin Negotiation

Builds a negotiation plan for modern-trade commercial terms — margins, listing/slotting fees, promo contribution, returns and payment days — with your walk-away math and trade-offs, so you do not sign away profit for shelf. Use it before a terms meeting. For the profit picture use the MT Account Profitability Analysis.

Key Account Management Plan

Builds a key-account management plan — account mapping, stakeholders, growth and defence strategy, service and review cadence — so your biggest MT/institutional accounts are grown and protected, not just serviced. Use it for top accounts. For the annual plan use the Joint Business Plan (JBP) Builder.

MT Promo & Activity Calendar

Builds a modern-trade promo and activity calendar — month-wise offers, secondary displays, sampling, festive tie-ins and new-launch support — aligned to the chain calendar and your budget, so MT activity is planned, not reactive. Use it for annual MT planning. For consumer offers use the Consumer Promotion Planner.

Fill Rate & Service Level Improvement

Builds a plan to improve MT/e-com fill rate and service level — demand forecasting, stock norms at depot/DC, order-to-dispatch process and root-cause of shortfalls — so you avoid lost sales, penalties and delisting. Use it when fill rates are hurting. For inventory norms use the Demand & Inventory Planner.

Private Label / Own-Brand Response

Builds a strategy to respond to retailer private labels — differentiation, innovation, value story, and whether to also supply private label — so a chain own-brand does not eat your shelf and volume. Use it when private label threatens your category. For the account plan use the Key Account Management Plan.

MT Account Profitability Analysis

Computes true profitability of a modern-trade account from discrete lines — gross margin, listing/slotting fees, promo/visibility spend, returns, extra distribution/logistics and the cost of long payment terms — so you know if the account is profitable after everything. Use it to evaluate an MT account. For negotiation use the MT Terms & Margin Negotiation tool.

E-Commerce & Quick Commerce

E-Commerce Marketplace Launch

Produces a plan to launch an FMCG brand on e-commerce marketplaces — account and catalogue setup, fulfilment model (FBA/seller-fulfilled), pricing and margin, content and A+ pages, and a ratings/ranking plan — so you launch online right. Use it to go live on marketplaces. For quick-commerce use the Quick Commerce Onboarding tool.

Quick Commerce Onboarding

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.

D2C Website & Store Setup

Plans a direct-to-consumer setup for an FMCG brand — platform choice, catalogue and subscription, payments and shipping, first-order economics, and a traffic/retention plan — so you own the customer, not just rent shelf. Use it to build a D2C channel. For marketplace use the E-Commerce Marketplace Launch tool.

E-Com Listing & Content Optimization

Optimises marketplace/q-com listing content — title, bullets, description, keywords, image and A+ recommendations — so your products rank in search and convert browsers to buyers. Use it to fix underperforming listings. For ads use the Marketplace Ads & Visibility Plan.

Marketplace Ads & Visibility Plan

Builds a marketplace/q-com advertising plan — ad types (sponsored product/brand/display, q-com visibility), keyword and budget strategy, ACOS/ROAS targets and scaling rules — so ad spend drives profitable sales, not just impressions. Use it to run online ads. For listing quality use the E-Com Listing & Content Optimization tool.

Q-Commerce / E-Com Unit Economics

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.

E-Com Inventory & Fulfilment Ops

Builds an inventory and fulfilment operating plan for online — stock allocation across FBA/warehouses/dark-stores, replenishment and forecasting, avoiding stockouts and overstock/expiry, and returns handling — so online availability stays high without dead stock. Use it to run online supply. For MT fill use the Fill Rate & Service Level Improvement tool.

Online Ratings & Reviews Management

Builds a ratings and reviews management plan for online FMCG — generating genuine reviews, responding to negatives, spotting product/quality signals in feedback, and compliant review-building — so your star rating (which drives rank and trust) stays high. Use it to manage online reputation. For listings use the E-Com Listing & Content Optimization tool.

Supply Chain & Inventory

Demand Forecasting & Inventory Planner

Builds a demand-forecasting and inventory plan — SKU-level forecast method, seasonality and promo uplift, safety stock and reorder norms across nodes — so you avoid both stockouts and dead stock. Use it to plan supply. For the stock-days policy use the Stock Norms & Days-of-Inventory Policy.

Primary vs Secondary Sales Alignment

Builds a system to align primary (billing to distributors) with secondary (distributor to retailer) sales — measuring the gap, controlling stock-loading, setting healthy channel-stock norms and forecasting from secondary — so you do not mistake channel-stuffing for demand. Use it when primary and secondary diverge. For DB stock use the Stock Norms policy.

Production Planning & Scheduling

Builds a production planning and scheduling approach — translating the demand plan into a production schedule, batch sizes and changeovers, capacity and material availability, and freshness/FEFO for dispatch — so you make the right SKUs at the right time. Use it for own manufacturing. For co-packers use the Contract Manufacturing / Co-Packing Setup tool.

Raw Material Sourcing & Vendor Plan

Builds a raw-material sourcing and vendor plan — vendor selection and quality specs, single vs multi-sourcing, price-volatility management, and inventory/lead-time norms — so inputs are reliable, compliant and cost-controlled. Use it to organise procurement. For product cost use the Product Cost / Value Engineering tool.

Cold Chain / Temperature-Sensitive Logistics

Builds a cold-chain plan for temperature-sensitive FMCG — storage and transport temperature bands, reefer/insulated options, monitoring, last-mile at retail, and cost — so chilled/frozen product reaches consumers safe. Use it for dairy-adjacent, frozen or chilled products. For general godown use the Godown & Warehouse Management SOP.

Stock Norms & Days-of-Inventory Policy

Sets stock norms (days of inventory) across the supply chain — factory/FG, depot, distributor and MT/e-com nodes — by SKU velocity and shelf life, so you free up working capital without stockouts. Use it to right-size inventory. For the forecast use the Demand Forecasting & Inventory Planner.

Expiry, Damage & Wastage Control

Builds a plan to control expiry, damage and wastage across the chain — root-cause by node, FEFO and near-expiry action, damage-in-transit and handling fixes, returns policy and liquidation — so unsaleable stock stops eroding margin. Use it when write-offs are high. For godown discipline use the Godown & Warehouse Management SOP.

Distribution Cost Analysis

Computes distribution/supply-chain cost-to-serve from discrete lines — primary freight, depot/CFA cost, secondary logistics, damages, and channel margins — as a percentage of sales, benchmarks it, and flags where cost leaks. Use it to attack distribution cost. For MT-specific cost use the MT Account Profitability Analysis.

Regulatory & Compliance

FSSAI Hygiene & Schedule-4 Audit

Runs a food-safety hygiene and Schedule-4 (GMP/GHP) self-audit for a manufacturing/storage/handling unit — premises, personnel, process, pest, storage and records — scoring each and giving a corrective plan. Use it for FSSAI audit readiness. For licensing use the FSSAI Product & Licence Compliance tool.

Legal Metrology / Weights & Measures Compliance

Guides Legal Metrology (Packaged Commodities Rules) compliance for a manufacturer/packer/importer — registration, mandatory pack declarations, net-quantity and error tolerance, MRP rules, and inspection readiness — so you avoid weights-and-measures penalties. Use it for packaged-goods compliance. For a specific label use the Label & Legal Metrology Compliance Check.

FMCG GST & HSN Compliance

Guides GST compliance for an FMCG business — correct HSN and rate classification, e-invoicing and e-way thresholds, input tax credit, scheme/discount treatment and returns — so billing and filings are clean. Use it to set up or review GST. For distribution billing use the Order-to-Delivery & Billing SOP.

BIS / AGMARK / Certification Guide

Determines which product certifications your FMCG product needs — BIS/ISI (where mandatory), AGMARK (for certain agri products), organic (Jaivik Bharat/NPOP), Halal/other — with process and cost. Use it to plan certification. For food licensing use the FSSAI Product & Licence Compliance tool.

Product Recall & Traceability Plan

Builds a product recall and traceability plan — batch coding and traceability, recall classification and decision, retrieval across the channel, consumer and authority communication, and mock-recall drills — so a quality issue is contained fast and lawfully. Use it for food-safety preparedness. For hygiene use the FSSAI Hygiene & Schedule-4 Audit.

Advertising & Claims Compliance (ASCI)

Reviews your advertising and product claims against ASCI code and FSSAI/legal norms — misleading claims, health/nutrition claims, comparative and disclaimer rules, and influencer disclosure — so campaigns do not get pulled or penalised. Use it before running ads. For on-pack claims use the Label & Legal Metrology Compliance Check.

FMCG Import / Export Compliance

Guides importing or exporting FMCG goods — IEC and registrations, FSSAI import clearance / export requirements, labelling for the destination, certifications, duties and documentation — so cross-border consumer-goods trade is compliant. Use it for import/export plans. For domestic FSSAI use the FSSAI Product & Licence Compliance tool.

EPR / Plastic Packaging Compliance

Guides plastic-packaging EPR (Extended Producer Responsibility) compliance for FMCG brands — CPCB registration, packaging categories and targets, recycling/recycled-content obligations, credits and reporting — so your packaging is legally compliant and greener. Use it for EPR obligations. For pack design use the Packaging Design Brief.

Marketing & Brand Building

Brand Marketing Plan

Builds an annual brand marketing plan for an FMCG brand — objective, target, message, media mix (ATL/BTL/digital), calendar and A&P budget split — so marketing builds awareness and pull, tied to distribution. Use it for the yearly plan. For measuring it use the Marketing Effectiveness / A&P ROI tool.

Digital & Social Media Plan

Builds a digital and social-media plan for an FMCG brand — platform choice, content pillars, always-on vs campaign, performance vs brand spend, and community — so you build brand and drive e-com/D2C without wasting budget. Use it for digital strategy. For influencers use the Influencer & Creator Campaign tool.

Influencer & Creator Campaign

Plans an influencer/creator campaign for an FMCG brand — creator tiers and selection, brief and message, deliverables, disclosure compliance, and measurement — so influencer spend drives real trial and content, not just vanity reach. Use it for creator marketing. For the contract use the Influencer / Creator Agreement.

Content Calendar & Creatives

Builds a monthly content calendar and creative concepts for an FMCG brand — posts by pillar, formats, occasions, captions and hooks — so your social presence is consistent and on-brand. Use it for always-on content. For the wider plan use the Digital & Social Media Plan.

BTL Activation & Experiential Plan

Plans BTL/experiential activation for an FMCG brand — mandi/mela/society activations, in-store sampling, van campaigns, RWA and school/office tie-ups — so you build trial and salience on the ground, especially where digital does not reach. Use it for ground marketing. For sampling specifics use the Product Sampling & Trial Drive tool.

PR & Communications Plan

Builds a PR and communications plan for an FMCG brand — story angles, media and trade-press targeting, founder/brand narrative, launch and milestone PR, and crisis-comms basics — so you earn credibility beyond paid ads. Use it for earned media. For advertising use the Brand Marketing Plan.

Consumer Loyalty & Community Program

Designs a consumer loyalty and community program for an FMCG brand — repeat/referral mechanics, QR/on-pack engagement, first-party data capture, subscription and community building — so you drive repeat and own the consumer relationship. Use it to build loyalty. For D2C retention use the D2C Website & Store Setup tool.

Marketing Effectiveness / A&P ROI

Analyses marketing/A&P effectiveness — spend by activity vs the offtake, awareness or trial it drove — to find what works and reallocate budget, so A&P builds the brand instead of leaking. Use it to review marketing spend. For the plan use the Brand Marketing Plan.

Finance & Unit Economics

Brand P&L Modeller

Models an FMCG brand P&L from discrete lines — net sales, cost of goods, trade margins/schemes, A&P, distribution cost, and overheads — to gross margin, contribution and net profit. Use it to understand brand profitability. For one SKU use the Product / SKU Feasibility Study.

Price & Margin Waterfall

Builds the full price/margin waterfall from discrete inputs — cost, brand margin, distributor and retailer margins, schemes and GST — up to MRP, so you see exactly where every rupee of MRP goes and whether your margin survives. Use it to set or audit pricing. For channel pricing use the Pricing Strategy tool.

Working Capital Planner

Plans working capital for an FMCG brand/distributor from discrete drivers — inventory days, receivable days (trade/MT credit), payable days and monthly cost base — so you size the cash the business ties up and the funding needed. Use it to avoid a cash crunch. For the P&L use the Brand P&L Modeller.

Brand Break-Even Analysis

Computes break-even for an FMCG brand from discrete inputs — contribution per unit/case and fixed costs (team, A&P, overheads) — giving the volume and revenue needed to break even and the margin of safety. Use it to set the survival threshold. For unit contribution use the Price & Margin Waterfall.

A&P / Trade Spend Budget Planner

Builds an A&P and trade-spend budget from discrete inputs — total budget as % of sales, split across brand/ATL, digital, BTL, trade schemes and visibility — with guardrails, so spend is allocated on purpose. Use it to plan the annual spend envelope. For effectiveness use the Marketing Effectiveness / A&P ROI tool.

Cash Flow & Funding Plan

Builds a cash-flow and funding plan from discrete drivers — inflows from sales/collections, outflows for RM/production/A&P/salaries/schemes, working-capital growth and any capex — so a scaling FMCG brand does not run out of cash. Use it to plan funding. For working-capital sizing use the Working Capital Planner.

Pricing Strategy & Price-Pack Architecture

Builds a pricing strategy and price-pack architecture — magic price points, LUPs/bridge packs, channel price harmony and premium/value laddering — so you cover consumer price points and channels without conflict. Use it to design the price ladder. For a single MRP build use the Price & Margin Waterfall.

FMCG Business Valuation

Estimates an FMCG business valuation from discrete inputs — revenue and growth, gross margin and EBITDA, brand/distribution strength and any debt — using revenue and EBITDA multiple approaches, for fundraising or a sale. Use it for a valuation range. For the P&L behind it use the Brand P&L Modeller.

Contracts & Commercial

Distributor / Distribution Agreement

Drafts a distribution agreement with each term separate — territory and products, margin and scheme terms, targets, credit and security deposit, stock and returns, exclusivity, and termination — so the distributor relationship is unambiguous. Use it to appoint a distributor. For the appointment pitch use the Distributor Appointment Kit.

Super-Stockist / Sub-Stockist Agreement

Drafts a super-stockist or sub-stockist agreement with each term separate — territory, handling margin/commission, stock and replenishment, deposit, servicing obligations and termination — so upstream stock points are clearly bound. Use it for super-stockist/sub-stockist appointments. For the design use the Super-Stockist / CFA Network Design tool.

Co-Packing / Contract Manufacturing Agreement

Drafts a co-packing/contract-manufacturing agreement with each term separate — product and specs, pricing and MOQ, quality and FSSAI responsibility, recipe/IP confidentiality, capacity and supply commitment, and termination — so outsourced production protects your brand. Use it to engage a co-packer. For the setup use the Contract Manufacturing / Co-Packing Setup tool.

Raw Material Supply Agreement

Drafts a raw-material supply agreement with each term separate — material and specs, price and revision, quantity/schedule, quality and rejection, payment, and term — so input supply is reliable and quality-bound. Use it to lock a key supplier. For the sourcing plan use the Raw Material Sourcing & Vendor Plan.

Modern Trade Listing / Vendor Agreement

Drafts or reviews a modern-trade vendor/listing agreement with each commercial term separate — margins, listing/slotting fees, promo contribution, returns, fill-rate/penalty and payment terms — so you enter MT with eyes open. Use it before signing with a chain. For the negotiation use the MT Terms & Margin Negotiation tool.

Influencer / Creator Agreement

Drafts an influencer/creator agreement with each term separate — deliverables and timeline, fee, usage rights, exclusivity, mandatory disclosure (ASCI) and approvals — so a creator campaign is protected and compliant. Use it to contract a creator. For the campaign plan use the Influencer & Creator Campaign tool.

Confidentiality / Recipe NDA

Drafts a confidentiality agreement/NDA with each term separate — parties and purpose, definition of confidential information (recipe/formula/supplier list), obligations, exclusions, duration and remedies — so you protect trade secrets when sharing with co-packers, vendors or staff. Use it before sharing sensitive information. For a co-packer use the Co-Packing / Contract Manufacturing Agreement.

HR & Field Force

Field Sales Hiring Kit

Produces a hiring kit for field-sales roles — ISR/PSR, Sales Officer, ASM — with role profile, sourcing, a practical selling/market test, interview questions and verification. Use it to recruit the field force. For the contract use the Sales Employee Agreement.

Sales Employee Agreement

Drafts a sales-employee agreement with each term separate — role and territory, salary and incentive structure, targets, expenses/conveyance, conduct, confidentiality/non-solicit and termination — so pay and expectations are unambiguous. Use it for sales hires. For incentives design use the Sales Incentive Scheme.

Field Force Attendance & Reporting System

Designs an attendance and reporting system for a field sales force — geo/app-based attendance and beat check-in, DSR discipline, leave with beat cover, and payroll linkage — so field staff are accountable without being at an office. Use it to run field HR ops. For KPIs use the Daily Sales Report & KPI Design.

Sales Induction & Onboarding

Builds a sales induction and onboarding program — product and margin knowledge, beat and system training, work-with plan, first-30/60/90-day goals and certification — so new hires start selling fast instead of floundering. Use it to onboard sales staff. For ongoing skills use the Field Sales Training Program.

Sales Performance Management & PIP

Builds a sales performance-management framework — objective metrics, review rhythm, coaching, and a fair performance-improvement plan (PIP) for under-performers — so you lift or lawfully exit weak performers. Use it to manage performance. For appraisals link to incentives via the Sales Incentive Scheme.

FMCG Field HR Policy Handbook

Writes an HR policy handbook for an FMCG business with a field-heavy workforce — attendance/leave for field staff, expense/conveyance, incentives, conduct, POSH, travel and exit — so rules are clear and consistent. Use it to set HR ground rules. For sales-specific conduct use the Sales Employee Agreement.

Field Force Retention & Engagement

Builds a retention and engagement plan for the field sales force — diagnosing attrition causes (pay, manager, workload, growth), and fixing them via career paths, recognition, fair incentives and manager quality — because field attrition wrecks coverage and costs rehiring. Use it when attrition is high. For incentives use the Sales Incentive Scheme.

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.