

Retail & E-Commerce — 98 tools

All tools · at-a-glance descriptions · Generated 15 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.

Store Operations & Setup

Retail Store Setup Guide

Get a practical, phased plan to open your retail store the right way — licences, fit-out, POS and systems, opening stock, staffing and launch — with approximate costs and timelines for each phase. Fill in your store details below.

Store Opening Checklist

Get tailored daily opening, closing and weekly checklists for your store so nothing is missed — cash float and reconciliation, POS and UPI checks, display, stock, cleanliness and security. Fill in your store details below.

Store Layout & Planogram Planner

Get a store layout and planogram approach that guides shoppers and lifts sales — entrance zone, traffic flow, category zones and adjacencies, plus impulse and high-margin placement. Fill in your store details below.

Retail SOP Writer

Turn any store process into a clear, trainable SOP — purpose, ordered steps, who is responsible, and the control checks that prevent errors and theft. Describe the process below.

POS System Selection Guide

Get guidance on choosing the right billing and POS system for your store — must-have vs nice-to-have features, GST e-invoicing, inventory, selection criteria and the categories of options to consider for your scale. Fill in your needs below.

Shift Operations Checklist

Get shift-start, during-shift and handover checklists so every shift runs smoothly and accountably — cash handover, system login, restocking, service standards and an end-of-shift cash and sales summary. Fill in your shift setup below.

Loss Prevention / Shrinkage Plan

Get a loss-prevention and shrinkage-control plan for your store — likely sources of loss, targeted controls at billing, receiving, floor, cash and staff, plus an audit routine to keep shrink down. Fill in your details below.

Store Audit Checklist

Get a scored store audit checklist covering visual merchandising, stock accuracy, cash and billing, compliance, customer service and safety — with a scoring guide to rate and prioritise fixes. Fill in your details below.

Multi-Store Operations Playbook

Get a multi-store operations playbook to standardise your chain — the SOPs to standardise, a reporting cadence and KPIs, store-vs-area-manager roles, consistency controls and a store-to-HQ communication rhythm. Fill in your chain details below.

Inventory & Merchandising

ABC Inventory Analysis

Classify your SKUs into A, B and C tiers by their contribution so you know where to focus control and cash — with the share of SKUs and revenue per class and the management action for each. Paste your SKU data below.

Assortment / Range Plan

Get a product range plan that fits your space and customers — the right categories, the role each plays, width versus depth, key SKUs and space allocation, with locally relevant choices. Fill in your details below.

Stock Reconciliation Helper

Reconcile your system stock against a physical count — flagging each variance, its likely cause and the corrective action — plus an estimate of the shrink value. Paste your counts below.

Dead-Stock / Slow-Mover Action Plan

Turn slow and dead stock back into cash — a tactic-by-tactic action plan (markdown, bundling, supplier returns, online clearance, write-off) with when to use each, expected recovery, and how to prevent it recurring. Paste your slow stock below.

Merchandise Markdown Planner

Get a phased markdown plan that clears stock while protecting margin — first, second and final-clearance depths with timing, expected sell-off at each stage, and the margin trade-off of holding versus discounting. Paste your merchandise below.

Category Planogram

Design a shelf planogram for one category — which SKUs go at eye, reach, stoop and top levels, how many facings each gets, and how to block by brand or segment, driven by margin and velocity. Fill in the category details below.

SKU Demand Forecast

Forecast demand for a product using its trend, seasonality and upcoming events — with a period-by-period expected demand, the basis for each, a recommended stock cover and a note on forecast uncertainty. Fill in the details below.

PO & GRN Templates

Generate a ready purchase order plus a matching goods-receipt-note template with the control fields a retailer needs — and a three-way-match note so PO, GRN and invoice agree before you pay. Fill in the order details below.

Pricing & Promotions

Retail Pricing Strategy

Get a pricing approach for your store — EDLP versus hi-lo versus hybrid with the reasoning, how to price key value items to build a price image, category-by-category pricing roles and a margin-mix tip. Fill in your details below.

Festival / Seasonal Offer Designer

Design festival and seasonal offers that actually sell — offer mechanics, a margin-safe structure, the goal each offer serves, and how to promote it across WhatsApp, in-store and social. Fill in your details below.

Bundle / Combo Pricing

Design bundle and combo pricing that lifts basket value — smart pairings with a bundle price, the discount and blended margin for each, and the rationale (move slow stock or raise the basket). Fill in your products below.

Competitor Price Positioning

Analyse how your prices sit against competitors — item by item with the gap and a match, hold or adjust call, a read on your overall price image, and the key value items to price sharply. Paste your price comparison below.

MRP & Legal Metrology Compliance

Understand MRP display and Legal Metrology compliance for your store — the no-sale-above-MRP rule, packaged-commodity declarations, verified weights and measures, and the penalties for getting it wrong. Fill in your details below.

Coupon / Loyalty Discount Design

Design coupon and loyalty-discount mechanics that drive repeat visits — coupon types with value, trigger and redemption rules, built-in margin controls, and where to distribute them. Fill in your details below.

Clearance Sale Planner

Plan an end-of-season clearance that clears stock while limiting margin loss — a phased discount ladder by week, the floor setup and signage, how to communicate the sale, and a target sell-off. Fill in your details below.

E-Commerce & Marketplace

Marketplace Selector

Find the right online channels to sell on — Amazon, Flipkart, Meesho, ONDC, quick-commerce or your own site — with a fit rating, commission range and pros and cons for each, plus where to start and why. Fill in your details below.

Product Listing Builder

Get a conversion-focused product listing — an optimised title, five benefit-led bullets, a full description, backend search keywords and photo direction — tuned to your platform and the Indian market. Fill in your product details below.

A+ / Enhanced Content Writer

Get rich A+ / enhanced brand content for your product page — modular copy and image direction for brand story, feature callouts, a comparison, lifestyle and FAQ. Fill in your brand and product details below.

Marketplace SEO Keywords

Generate marketplace search keywords to rank higher — primary high-intent terms, long-tail phrases, backend search terms and a keyword-rich title suggestion. Fill in your product details below.

Catalogue Bulk-Upload Helper

Prepare a clean bulk catalogue upload — the required fields, category and browse-node mapping, common errors that cause rejections, image specs and the steps to clean and validate before you upload. Fill in your details below.

Marketplace Ads Plan

Build a marketplace advertising plan that pays off — campaign structure, targeting, budget allocation, an ACOS or ROAS target, and a weekly optimisation routine. Fill in your details below.

Returns / RTO Reduction Plan

Cut returns and RTO losses — root causes, a lever-by-lever prevention plan (listings and sizing, COD controls, packaging, address and OTP verification, prepaid incentives) and COD-specific fixes. Fill in your details below.

Marketplace Account Health Guide

Understand and protect your marketplace account health — the key metrics with healthy ranges and how to improve each, what triggers holds or suspension, and a recovery plan if you are flagged. Fill in your details below.

Buy Box / Ranking Optimizer

Learn how to win the buy box and rank higher — the factors behind the buy box (price, fulfilment, account health, stock) and organic ranking (conversion, velocity, keywords, reviews, images), with a prioritised action list. Fill in your details below.

Multi-Platform Listing Adapter

Reformat one listing for every platform — adapting the title length, bullets and attributes to each marketplace format and rules, so you can list the same product everywhere without rewriting from scratch. Paste your base listing below.

Marketplace Policy / Appeal Helper

Draft a professional plan-of-action or appeal to a marketplace for a listing block, policy violation or account warning — with root cause, corrective and preventive actions, and the evidence to attach. Fill in your details below.

D2C Brand & Website

D2C Brand Launch Plan

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.

Shopify / Website Setup Guide

Get a complete store-build checklist for your online shop — theme and pages, catalogue, Razorpay or Cashfree payments, shipping, GST, policies, recommended apps and a go-live checklist, with India-specific settings. Fill in your details below.

Brand Story & Messaging

Craft a brand story that connects and converts — a 150 to 200 word narrative, tagline options, a one-line mission, reusable messaging pillars with proof points, and ready-to-use About Us copy. Fill in your details below.

Product Page Copywriter

Write a product page that sells, with SEO built in — an SEO title, short and long descriptions, scannable benefit bullets, FAQs and meta title and description. Fill in your product details below.

Subscription Model Designer

Turn one-time buyers into recurring revenue — subscription or replenishment tiers with pricing and perks, billing notes for UPI e-mandate and card auto-pay, retention tactics and the churn risks to watch. Fill in your details below.

Conversion Rate Optimisation Audit

Audit your store for why visitors do not buy — a funnel diagnosis from landing to checkout with likely issues and fixes, quick wins, trust builders and A/B test ideas. Fill in your details below.

Checkout & Payments Optimiser

Reduce drop-off at checkout — concrete checkout improvements, the right payment mix, COD handling to cut RTO, and trust-and-speed fixes. Fill in your details below.

Email & WhatsApp Automation Flows

Set up automated email and WhatsApp flows that recover and retain — welcome, abandoned cart, post-purchase, reorder and winback — with trigger, timing and sample copy for each message. Fill in your details below.

Customer Experience & Loyalty

Loyalty Program Designer

Design a rewards program that brings customers back — the structure (points, tiers, cashback or visit-based) with earn and redeem rules, margin-safe cost controls, enrolment and tech, and launch steps. Fill in your details below.

NPS & Feedback Survey Builder

Build an NPS and feedback survey that measures loyalty and tells you what to fix — the standard NPS question, targeted follow-ups, the right channels, a scoring guide and an action plan by segment. Fill in your details below.

Customer Complaint Response Templates

Get empathetic, resolution-focused complaint response templates across channels — with a resolution offer for each scenario, an escalation ladder and a tone guide. Fill in your details below.

Returns & Refund Policy Writer

Draft a clear, fair returns and refund policy customers trust — full customer-facing text, non-returnable exceptions, mode-wise refund timelines and the steps to initiate a return, aligned to Indian consumer norms. Fill in your details below.

Customer CRM Message Templates

Get a library of ready CRM messages for every stage of the relationship — welcome, birthday, anniversary, new arrival, festival and winback — across WhatsApp and SMS, with personalisation tokens and frequency guidance. Fill in your details below.

Customer Winback Campaign

Design a winback campaign that brings lapsed customers back — segmented approaches with offers, a multi-step message sequence, offer guardrails and success metrics. Fill in your details below.

Review & Rating Response Writer

Get professional responses to your reviews that build trust and local ranking — tailored replies for positive, neutral and negative reviews, a negative-review playbook and an SEO note. Paste your reviews below.

Clienteling & VIP Playbook

Build a clienteling and VIP playbook to give top customers a personal, high-touch experience — VIP identification, clienteling actions with scripts for key moments, a staff playbook and the metrics to track. Fill in your details below.

Retail Marketing & Growth

Retail Marketing Calendar

Get a 12-month marketing calendar mapped to Indian festivals, seasons and sale events — month-by-month themes, campaign ideas and channels, plus peak-prep guidance. Fill in your details below.

Social Media Content Planner

Get a weekly social content plan with captions ready to post — content pillars, a day-by-day plan with formats, captions and hashtags, reel hooks and posting tips. Fill in your details below.

Influencer Collaboration Brief

Get an influencer collaboration brief and outreach plan — objective, key message, dos and donts, deliverables, creator tiers with indicative cost and a ready outreach message, with ASCI disclosure built in. Fill in your details below.

Performance Ads Plan (Meta & Google)

Get a performance marketing plan across Meta and Google — campaign structure with objectives, audiences and budget split, creative angles, ROAS and CAC targets, and scaling rules. Fill in your details below.

Festival Campaign Kit

Get a complete festival campaign kit — theme, offer structure, creative copy for headlines, social, WhatsApp and SMS, a channel plan and stock-and-ops prep. Fill in your details below.

Local Footfall Booster

Get a hyperlocal plan to drive more walk-ins — footfall tactics with how-to and expected impact, traffic-pulling offers, local partnerships and how to measure it. Fill in your details below.

Email & SMS Campaign Writer

Write bulk email and SMS campaigns that get opened and drive sales — subject lines, preview text, body and CTA for email, a DLT-aware SMS, and send timing. Fill in your details below.

Google Business Profile Optimiser

Optimise your Google Business Profile to rank higher on Maps and local search — profile fixes, a review strategy, a weekly posts plan and local SEO tips. Fill in your details below.

Referral Program Designer

Design a referral program that turns happy customers into marketers — referrer and referee rewards with a trigger, the economics, sharing channels, anti-abuse controls and a launch message. Fill in your details below.

New Arrival Promotion Kit

Launch new products with a buzz — a teaser plan, launch offers, ready content for social, WhatsApp and in-store signage, and a channel sequence from teaser to reminder. Fill in your details below.

Supply Chain & Fulfilment

3PL & Aggregator Selector

Choose the right shipping partners for your orders — selection criteria, which partner type fits, rate-negotiation tips and the questions to ask before signing. Fill in your details below.

Last-Mile Delivery Planner

Plan reliable local and hyperlocal delivery — delivery models compared with pros, cons and cost notes, a recommendation, SLAs and zones, and perishable handling. Fill in your details below.

Warehouse & Storage Setup

Organise storage for fast, accurate fulfilment — layout zones, a binning and labelling system, a pick-pack flow that cuts errors, the tools needed and safety compliance. Fill in your details below.

COD & RTO Reduction Plan

Cut return-to-origin losses on COD orders — the RTO drivers, stage-by-stage prevention tactics, prepaid nudges and a risk-scoring approach for risky pin codes and buyers. Fill in your details below.

Shipping Policy Writer

Draft a clear customer-facing shipping and delivery policy — full policy text, zone-wise timelines, charges and thresholds, and how tracking and delays are handled. Fill in your details below.

Packaging Optimisation Guide

Cut shipping cost and damage with better packaging — a volumetric-weight explainer, right-sizing recommendations, protection tips, cost savings and branding and sustainability options. Fill in your details below.

Multi-Channel Inventory Sync Plan

Keep stock accurate across store, web and marketplaces — a sync architecture with a single source of truth, tooling options, process rules for reservation and safety stock, and reconciliation. Fill in your details below.

Quick-Commerce Onboarding Guide

Get your products onto Blinkit, Zepto and Instamart — onboarding steps, the commercials (margins, listing fees, fill-rate penalties), catalogue readiness and growth levers. Fill in your details below.

Retail Finance & Unit Economics

Retail P&L Builder

Build a clear profit and loss view for your store — a structured P&L with each line as an amount and a percent of sales, key ratios (gross margin, net margin, rent to sales) and insights on where money leaks. Fill in your numbers below.

GMROI & Inventory Return Analyzer

See which stock actually earns its shelf space — GMROI by category with a grow, hold or reduce verdict, insights on where to expand or trim, and actions to reallocate space and cash to high-return lines. Paste your category data below.

SKU Contribution Analyzer

Find your hero SKUs and your dead weight — a SKU-level contribution analysis classifying each as hero, steady, filler or drag, a Pareto insight on where your profit comes from, and actions. Paste your SKU data below.

Retail GST Guide

Understand GST for your retail business in plain language — regular versus composition and why, rate guidance for your categories, invoicing rules, input credit notes and your returns calendar. Fill in your details below.

Working Capital Planner

Free up cash trapped in stock and receivables — your cash conversion cycle, levers to release cash (cut slow stock, tighten credit, extend supplier terms) and financing options. Fill in your details below.

Retail Business Case / Loan Note

Write a funding-ready business case for a new store or expansion — executive summary, investment break-up, projected financials with payback and ROI, the funding ask and risks with mitigation, suitable for a bank, MSME loan or investor. Fill in your details below.

Retail KPI Dashboard Designer

Design a practical KPI dashboard for your store — the KPIs that matter with formulas, why each matters and a benchmark hint, a review cadence and a simple dashboard layout. Fill in your details below.

Franchise & Expansion

Franchise Model Designer

Structure a franchise offer for your retail brand — the model (FOFO, FOCO or master), fee and royalty, investment range and payback, franchisee economics, the support you provide and territory rules. Fill in your details below.

Franchise Agreement Draft

Get a starting-point franchise agreement for India — a clause-by-clause draft covering grant and territory, fees and royalty, term and renewal, obligations, IP, quality standards, termination and dispute resolution, with schedules. Fill in the key terms below.

Franchise Disclosure Document

Prepare a transparent franchise disclosure pack for prospects — sections on the brand, track record, total investment, fees, franchisee and brand obligations, territory, termination and FAQs, with an investment table. Fill in your details below.

New Store Business Case

Evaluate whether a new location will pay off — an investment break-up, a month-wise sales ramp, break-even and payback, 3-year ROI, go or no-go factors and a recommendation. Fill in your details below.

Site Selection & Catchment Analysis

Judge a location before you sign the lease — a catchment analysis, a factor-by-factor scorecard, red flags, a rent sanity check and a proceed, negotiate or avoid verdict. Fill in your details below.

Franchisee Onboarding Kit

Get new franchise partners running fast — an onboarding timeline from agreement to grand launch, training modules, launch support and first-90-day success metrics. Fill in your details below.

Retail Expansion Roadmap

Get a phased plan to grow from one store to many — expansion phases with stores added, focus and capital, the systems to build before scaling, a funding strategy and the risks to manage. Fill in your details below.

Retail HR & Staffing

Retail Hiring Kit (JD + Interview)

Hire the right store staff faster — a job description with salary hint, where to hire, interview questions with what to look for and an evaluation scorecard. Fill in your details below.

Staff Roster & Shift Planner

Cover peak hours without overstaffing — a shift plan matched to footfall, a sample weekly roster with weekly offs, labour-norm notes and cost-efficiency tips. Fill in your details below.

Sales Incentive Scheme Designer

Motivate staff to sell more, profitably — an incentive structure with triggers and payout slabs, gamification ideas and guardrails to protect margin and avoid mis-selling. Fill in your details below.

Retail Staff Training Program

Turn new hires into confident sellers — training modules with objectives and activities, a week-wise onboarding schedule and a way to assess readiness. Fill in your details below.

Store Manager SOP & Scorecard

Define what a great store manager must do — a daily SOP, weekly and monthly routines, clear responsibilities and a weighted performance scorecard. Fill in your details below.

Attendance & Leave Policy

Set up a simple, fair attendance and leave system — full policy text, leave types with entitlements, late and absence rules and a tracking method, aligned to Shops and Establishment norms. Fill in your details below.

Shrinkage & Cash Handling Policy

Protect stock and cash from loss and theft — likely shrinkage sources, area-wise controls, a cash-handling SOP and an audit routine, applied with fair process. Fill in your details below.

Compliance & Licences

Retail Licence Finder

Know exactly which licences your store needs — required and conditional licences with the authority, why and timeline, renewal notes and the order to get them in. Fill in your details below.

Shops & Establishment Registration Guide

Register your shop under state law step by step — who must register, documents needed, the process, ongoing obligations like registers and working-hours rules, and penalties. Fill in your details below.

E-Commerce GST & TCS Guide

Understand GST for selling on marketplaces — mandatory registration, how marketplace TCS is collected and claimed, invoicing and place of supply, returns and common mistakes. Fill in your details below.

Legal Metrology Compliance Guide

Get Legal Metrology compliance right — applicability, rules for stamping and re-verifying weighing instruments, packaged-commodity declarations, any packer or importer registration and penalties. Fill in your details below.

Consumer Protection E-Commerce Rules Guide

Comply with Indias online-selling consumer rules — mandatory disclosures, grievance redressal, prohibited practices, return and cancellation rights and a checklist of what to add to your website. Fill in your details below.

FSSAI Licence Guide (Food Retail)

Get the right FSSAI food licence for your store — the correct category (Basic Registration, State or Central Licence) with reasoning, documents, the FoSCoS process and fees, and display and compliance duties. Fill in your details below.

Product Labelling Compliance Checker

Ensure your pack labels meet Indian rules — the mandatory label elements, category-specific extras for food and cosmetics, common gaps and corrective actions, per Legal Metrology and FSSAI. Fill in your details below.

Fire NOC & Trade Licence Guide

Understand your municipal trade licence and fire safety NOC needs — who needs each, documents and process, when a fire NOC is required and its requirements, and renewal notes. Fill in your details below.

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.