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Product Range Planner

Use one product record per proposed SKU. Give every SKU a distinct job and user. Compare the records for overlap, agree launch priorities and separate initial order from annual forecast. Duplicate the PDF product page for each additional SKU.

01 Range architecture

Range / company / project ID / revision

Target channel / markets / range objective

Customer workflow / gaps / overlap

Launch priorities / commercial decision-maker

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Product Range Planner

Duplicate this product page for each additional SKU.

02 SKU 01 - repeat for each product

Product / category / SKU

Target user / purpose / role within range

Price position / target retail / currency

Development route / benchmark

Pack size / closure / format

First order / annual volume / unit basis

Launch priority / target timing

Overlap with existing SKU / reason this product should exist

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Product Range Planner

Build a range where every product has a clear commercial and technical role.

03 Range review

Products to launch first / later / remove

Validation dependencies / packaging dependencies

Forecast confidence / review date / owner