THE INDIA D2C LAUNCH-TO-PROFIT LIBRARY

BOOK TWO

PRODUCT TO D2C LAUNCH

From Product Decision to Launch-Ready Offer

A practical guide to choosing, making, pricing, packaging and launching a product people will buy

Make it real. Make it reliable. Make the first order count.

Contents

Before you begin

There is a particular kind of excitement that arrives when a product idea becomes tangible.

A sample reaches your desk. The colour looks right. The package feels premium. The supplier says the next batch will be even better. You can already imagine the website, the launch video and the first hundred orders.

This is the moment when many founders spend too much.

The sample is not the business. It is evidence about a possible business.

A launch-ready product must do more than look attractive. It must solve a recognisable problem, perform consistently, carry a believable promise, survive handling, fit a workable cost structure and arrive in a condition that makes the customer want to buy again.

This book is for the founder between “I want to sell this” and “the first order is ready to ship.” It will help you make that distance smaller and more measurable.

The central idea is simple:

1. A product is a promise made physical

The object is not the offer

A product is what the customer receives. An offer is the complete reason to choose it: the problem it addresses, the outcome it promises, the proof that makes the promise believable, the price, the delivery experience and the confidence that a mistake will be handled fairly.

Two products can be physically similar and commercially different. One may be easy to understand, easy to trust and easy to use. The other may require the customer to do research, accept uncertainty and imagine the result.

The first product has a stronger offer even if its factory cost is not lower.

Begin with the use situation

“People who like premium products” is not a product brief. It does not tell a manufacturer what to make or a customer why to buy now.

A useful use situation is concrete:

- a commuter wants a leak-resistant bottle that fits a work bag;
- a first-time skincare buyer wants a short routine without ingredient confusion;