



# Product- Market Fit & Winning SKU Selection Guide

**Stop guessing. Start winning. The proven system  
Indian entrepreneurs use to select profitable products  
and scale with confidence.**

 VYAPAARKIT BUSINESS-IN-A-BOX SERIES

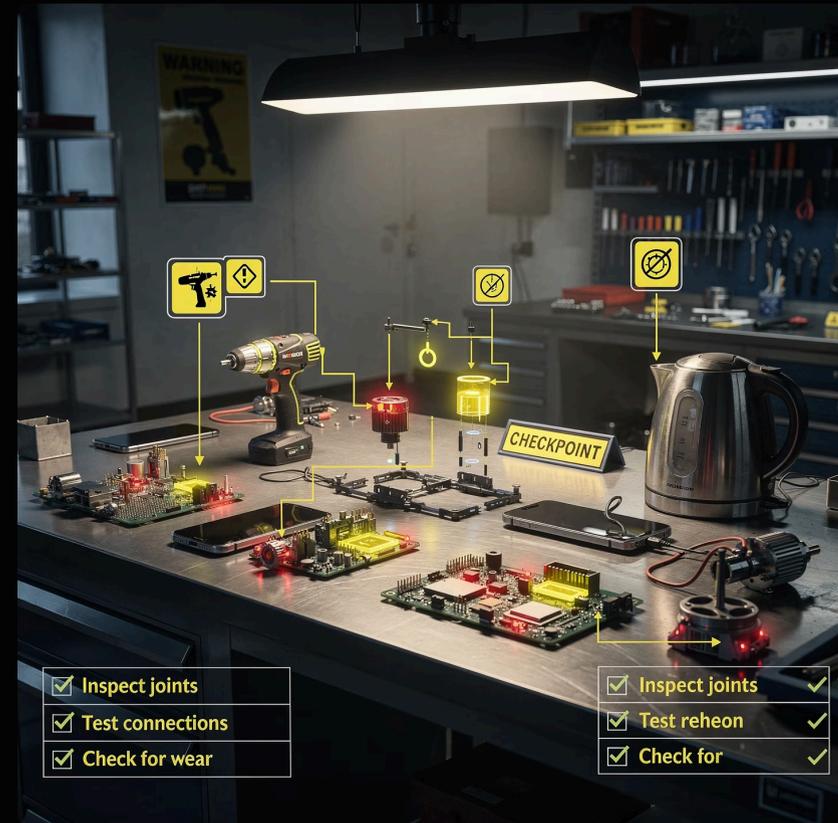
# The ₹50,000 Mistake Most Entrepreneurs Make



## The Hidden Cost of Wrong Product Selection

₹25,000-₹2,00,000 lost per quarter on dead inventory, failed launches, and margin-killing mistakes

Every day without a validated system costs you opportunity and capital



## Why Products Fail in India

- Launching without understanding local demand patterns
- Copying trending products with zero differentiation
- Ignoring unit economics until cash runs dry
- Starting with 20 SKUs instead of mastering 3
- Underestimating competition and market saturation
- Missing regional preferences and pricing sensitivity

The biggest danger isn't failure—it's repeating the same mistakes every season.

# The Proven 5-Step SKU Selection System

This framework prevents costly mistakes by forcing validation before inventory commitment. Each step filters out non-viable products.



**Only proceed when all validation criteria are met.** Missing even one condition dramatically increases failure risk and capital loss.

# What's Inside This Business Tool



## Everything You Need to Select Winning Products

Everything is ready-to-use. No theory. Only execution.



### Market Research Framework

Step-by-step validation methods that work in Indian markets



### Complete Cost Calculator

Calculate true profit after ALL hidden costs and fees



### Pricing Strategy Templates

Price point psychology for Indian consumer behavior



### Supplier Evaluation Checklist

Vet suppliers systematically to avoid quality disasters



### Legal Compliance Guide

GST, FSSAI, licenses—get it right from day one



### Scaling Roadmap

When and how to expand from 3 to 20 SKUs profitably

# Before vs After: The Transformation

## BEFORE This System

### Random Product Choices

Following Instagram trends without demand validation

### Vanishing Margins

Selling but not profiting due to hidden costs

### Dead Stock

₹50,000+ locked in inventory that won't sell

### Supplier Dependency

At mercy of middlemen eating your profits

## AFTER Implementing

### Validated Winners

Only launch products with proven demand

### 35%+ Net Margins

True profitability after ALL costs calculated

### Fast Inventory Turns

Products sell out, capital keeps moving

### Reliable Supply Chain

Direct manufacturer relationships, better terms

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# 20-60%

## Margin Increase

Through better sourcing and product selection

# 3-6

## Months Saved

Avoid trial-and-error with proven frameworks

# ₹50K+

## Capital Protected

Prevent dead inventory and failed launches

# If You're Serious About Profit, This Is Non-Negotiable

## Who This Is For

- Entrepreneurs planning their first product launch
- Existing sellers struggling with profitability
- MSME owners expanding into new categories
- Anyone tired of losing money on wrong products

## Who Should Skip This

- People looking for "get rich quick" shortcuts
- Those unwilling to validate before investing

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"Most people will never use systems like this. Smart entrepreneurs execute faster. One good decision can change your income permanently."

## Get Instant Access



### Instant Download

Access immediately on any device



### Ready-to-Use Templates

Plug into your business today



### Start Today

Select your first winning SKUs this week

**Stop losing money on guesswork. Build your profit system today.**

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