

Launch Positioning & SKU Role

Define how your cleanser should fit your brand, product line and launch strategy.

Use this planner to define what role your cleanser should play in your brand, product line and launch strategy.

1. SKU Role

☐ Daily basic cleanser	☐ Hero SKU
☐ Routine starter product	☐ Premium cleanser
☐ Professional spa / salon cleanser	☐ Amazon test SKU
☐ Gift set component	☐ Men's grooming line
☐ Teen skincare line	☐ Line extension product

2. Positioning Questions

Target Customer	Who should buy this cleanser?
Product Role	Standalone SKU / routine set / hero product / entry-level product
Price Positioning	Entry-level / mid-range / premium / professional
Product Story	What should customers remember about this cleanser?
Products Paired With It	Toner / serum / cream / mask / sunscreen / shaving / other

3. Direction Examples

Positioning	Typical Direction	Development Focus
Daily basic cleanser	Simple, easy-to-understand, repeat-use cleanser.	Mature formula route, packaging practicality, fast sampling.
Hero SKU	More distinctive texture, ingredient story or visual identity.	Differentiation, sensory experience, packaging appearance.
Premium cleanser	Comfort-focused, elegant texture and higher-value presentation.	Creamy feel, premium packaging, soft after-wash comfort.
Professional routine	Spa, salon or dermocosmetic-inspired positioning.	Low-scent direction, mildness, routine compatibility.
Ecommerce test SKU	Clear function and simple product explanation.	Leakage review, product image clarity, sample speed, MOQ route.

4. What to Send Zerun

- Main product direction and ideal customer group
- Reference products you like and why
- Preferred price level and sales channel
- Whether the cleanser is standalone or part of a routine
- Future line extension ideas
- Any products planned together with this cleanser

How This Helps

When the SKU role is clear, Zerun can better recommend whether your cleanser should use a mature formula, private label upgrade or custom formula route. It also helps guide texture, ingredient system, packaging and sample feedback.

Define Product Role