

You open the doors. We get products live.

Mirchi Labs handles the operational work that starts the moment a buyer says yes—from vendor onboarding and item setup through ongoing catalog operations. Your clients launch faster. Your team stays on sales, relationships, and account growth.

01

You secure the retailer opportunity

02

Buyer approves the listing

03

Mirchi Labs takes over operational execution

04

Products go live. You grow the account.

THE CHALLENGE

Winning shelf space is only the beginning.

After approval, a brand still has a long list of operational requirements to clear before anything ships. Those tasks delay launches and eat your team's selling time.

WHAT STILL STANDS BETWEEN APPROVAL AND GO-LIVE

-  Retailer paperwork
-  Missing product data
-  Different retailer requirements
-  Portal work
-  Content gaps
-  Validation errors
-  Submission issues
-  Ongoing changes

HOW WE HELP

Retail onboarding

Vendor onboarding · item setup · attribute completion · category requirements · retailer templates · portal submissions · error corrections

Product content

Attribute enrichment · descriptions · titles · images · digital assets · spec sheets · case pack information

Retail compliance

Required attributes · data validation · image compliance · GS1 support · content quality checks · retailer-specific formatting

Catalog management

New SKUs · product updates · seasonal refreshes · image replacements · attribute changes · discontinued items

You win the business. We handle the operational execution.

Together we help brands launch faster and create a better experience for retailers and clients alike.

Two ways to put Mirchi Labs to work — per launch, or as ongoing capacity.

01 RETAILER & ITEM SETUP

Get your brands live.

When a client wins a new retailer, bring Mirchi in to handle the operational work from vendor onboarding through item setup and go-live.

WHAT WE HANDLE

Vendor onboarding · retailer forms · item setup · product data · content & assets · portal submissions · validation · error resolution

BEST FOR

New retailer wins · new item launches · catalog cleanup · retailer expansion

02 FRACTIONAL RETAIL OPERATIONS

Capacity without headcount.

Give your team access to experienced retail operations specialists without hiring a full-time resource. Use Mirchi across your brand portfolio for the ongoing work that keeps products moving and accounts running.

WHAT WE HANDLE

Item maintenance · retailer portals · new item forms · product updates · content & asset changes · retailer requests · issue resolution · catalog administration

BEST FOR

Growing brand portfolios · fluctuating workloads · ongoing retailer operations · teams with limited operational bandwidth

Flexible capacity, across your portfolio. Use your Mirchi capacity where you need it most—across brands, retailers, and priorities.

WORK WITH US YOUR WAY

Direct · Co-delivery · White-label

Available across project-based and ongoing engagements.

Your relationships stay yours. We operate within the engagement model you choose and work as an extension of your team—not as a competitor for your client relationships.

WHAT YOU GET OUT OF IT

-  Faster client launches
-  Less operational burden
-  Fewer retailer submission issues
-  Better client experience
-  Flexible operational capacity
-  Scale without added headcount

BRING US IN WHEN A CLIENT

Has just been accepted by a retailer
Needs vendor onboarding or item setup
Has a few or hundreds or thousands of SKUs
Needs catalog cleanup
Is expanding into new retailers
Has limited internal ops resources
Needs ongoing retail operations support

80+ retailer and distributor channels supported across multiple categories — for emerging brands, mid-market brands, enterprise manufacturers, suppliers, distributors, and aggregators.

Walmart

Target

Kroger

Albertsons

CVS

Walgreens

Amazon

Lowe's

The Home Depot

+ many more

Retail expertise

Deep experience with retailer onboarding requirements across channels.

Scalable team

Dedicated specialists who work as an extension of your organization.

Flexible engagement

Project-based, fractional operations, dedicated resources, white-label.

Technology agnostic

Retailer portals, PIMs, DAMs, ERPs, spreadsheets, eCommerce platforms.

Let's build better retail launches together.

One emerging brand or a portfolio of national suppliers — we help your clients launch faster while your team focuses on retailer relationships and driving sales.

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