

CASE STUDY



DISTRIBUTION ARRANGEMENT For Manufacturing Company



ABOUT THE CLIENT

Our client is a leading company in the food and beverage industry with manufacturing facilities in the States of Punjab, Haryana, Maharashtra, and Goa. The client has a strong presence in India and some significant African markets. Now, the company plans to expand its reach in African countries, tapping into new growth opportunities and solidifying its position as a prominent beverage industry player.

BUSINESS OBJECTIVES



BUSINESS CHALLENGE

The client has multiple factories spread across various states of India and wanted to optimize the distribution arrangement to enhance market reach, improve customer services and streamline their supply chain. The client required assistance in exploring new distribution channels, expanding into new geographical markets, and ensuring efficient distribution of their products.

● Distribution Network Optimization

● Expanding reach to new market

● Effective Inventory Management

● Partner Selection and Management

● Proper handling of product-related inquiries/questions/complaints



Our Approach

Market Analysis:



- Analyzed market trends, competitive landscape, and consumer behavior for informed decisions about distribution
- Identified and segmented the target markets based on geographical locations, demographic, and other relevant criteria
- Determined potential distributors in target markets and examine their capabilities, reputation, and experience in the industry

Develop Distribution Strategy:



- Evaluate existing distribution channels and the performance of each channel in terms of sales volume, customer reach, and profitability
- Set distribution goals and Key Performance Indicators (KPI) to track the success of the strategy
- Outline promotional strategy, pricing policies, and support material to assist distributors in selling the product
- Allocate the necessary resources, both financial and human to support the implementation and execution of the distribution strategy
- Determine the optimal inventory levels and plan logistics to ensure efficient distribution and timely delivery of products to customers

Defined Roles and Responsibilities of Distributors:



- Compliance with local laws and regulations
- Infrastructure Requirement to maintain and scale operations
- Service Responsibility in terms of TAT, inventory levels, customer base etc.,



BUSINESS IMPACT & VALUE CREATION

Distribution Arrangement



- 1 ● Competitive edge in the industry, positioning the company for further growth.
- 2 ● Efficient product distribution and reduced lead time.
- 3 ● Standardize template for agreement.
- 4 ● Strategic distribution partners and strong distribution network.
- 5 ● Smooth customer clearances and reduced potential legal issues.

ABOUT US

Headquartered in Gurgaon, Valueonshore Advisors is a specialized professional service firm managed by the Big 4 alumni and industry executives. Our portfolio includes multi-billion-dollar companies, mid-cap public, and pre-IPO companies that range from late stage to early stage. We are a trusted, preferred partner for various multinational and Indian clients who engage us for our functional expertise, industry knowledge, and for our objective solutions for complex problems.

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