



IMS Training

Distribution

- Introduction to distribution
- Direct and indirect distribution
- Presales
- Route to Market: principles and methodologies
- Roc: Retail Outlet Census processes
- Numerical distribution, Value distribution
- Market segmentation
- Regional zoning and mapping
- Clustering principles in modern and traditional trades
- Consumer consumption index
- Supply chain management

Goals of the training: Understanding the principles and ground implications of distribution

Your sales team's objectives:

- Understanding the basic principles of distribution
- Relating to market trends
- Optimizing stocks and assortment range
- Implementing brand's distribution KPI's
- Efficiently manage out of stocks
- Educating retailers

Target audience: Sales team, supervisors, regional managers, trade marketing team, marketing team

For more information contact us: contact@ims-research.com