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Multi-Brand Portfolio Management

Building Materials & Hardware

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Helps manage a multi-brand portfolio — balancing competing brands you deal, allocating working capital and push by margin/scheme, honouring exclusivity/non-compete terms, and keeping company relationships healthy — so all lines contribute without one starving the others. Use it when you carry many brands. For scheme math use the Brand Scheme & Rebate Optimization tool.

Purpose of this tool & output

Balance multiple brands without conflict

How the output is used

Use it to balance multiple brands without conflict — how to carry competing brands, manage exclusivity pressure and keep each company happy.

Important cautions

Honour exclusivity clauses you have signed and keep each company relationship healthy; over-indexing on one brand scheme can cost you the others.

Companion documents

- Purchase Planning & Ordering SOP
- Brand Scheme & Rebate Optimization
- Company / Supplier Terms Negotiation
- Price Tracking & Buying Strategy
- Inward Transport & Freight Management
- Company Claims & Rebate Reconciliation

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