

Channel Strategy (GT / MT / E-Com)

FMCG Brands & Distribution

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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

Builds a channel strategy across general trade, modern trade, e-commerce and quick-commerce — role of each channel, margin and pricing alignment, conflict management and investment split — so channels grow together, not against each other. Use it to plan channel mix. For MT specifically use the Modern Trade Listing Kit.

Purpose of this tool & output

Balance general trade, modern trade and online

How the output is used

Use it to balance general trade, modern trade and online — a channel strategy that avoids price conflict across GT, MT and e-com.

Important cautions

Channel price conflict destroys GT trust; align packs and prices deliberately.

Companion documents

- Distributor Appointment Kit
- Distributor ROI Calculator
- Super-Stockist / CFA Network Design
- Territory Mapping & Coverage Plan
- Distributor Performance Scorecard
- Rural Distribution / Van-Sales Plan

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.