

Distributor Appointment Kit

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

Produces a distributor appointment kit — ideal-distributor profile, evaluation criteria, territory and investment expectations, ROI pitch and an appointment checklist — so you appoint capable distributors, not just willing ones. Use it to build your network. For the contract use the Distributor Agreement.

Purpose of this tool & output

Appoint the right distributors the right way

How the output is used

Use it to appoint the right distributors the right way — the selection criteria, ROI check and onboarding for a strong distribution base.

Important cautions

A weak distributor stalls a good brand; evaluate capacity and intent, not just eagerness.

Companion documents

- Distributor ROI Calculator
- Channel Strategy (GT / MT / E-Com)
- 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.