

Distributor ROI Calculator

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

Computes distributor ROI from discrete inputs — investment (stock + credit + infra), margin, expenses (salaries, delivery, rent) and turnover — so you can show a prospective distributor the return and fix a loss-making one. Use it to pitch or diagnose DB economics. For your own P&L use the Brand P&L Modeller.

Purpose of this tool & output

Prove the distributor makes money on your brand

How the output is used

Use it to prove the distributor makes money on your brand — the ROI on his investment in stock, credit and infrastructure.

Who should vet it

Your sales head or the distributor accountant, to confirm the investment and return inputs in the ROI.

Important cautions

Distributors judge brands on ROI; a healthy ROI is typically double-digit annualised. Validate figures.

Companion documents

- Distributor Appointment Kit
- 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.