

Distribution Management System (DMS) Selection

FMCG Brands & Distribution

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

Guides selecting a DMS / SFA (sales-force automation) for a distributor or brand — must-have features (ISR ordering, stock, schemes, claims, secondary sales), integration with billing/Tally, cost and rollout — so you digitise without overbuying. Use it before buying software. For the billing SOP use the Order-to-Delivery & Billing SOP.

Purpose of this tool & output

Pick the right software to run distribution

How the output is used

Use it to pick the right Distribution Management System (DMS) to run distribution — the features and fit for your scale.

Important cautions

Buy for adoption, not features; an ISR app nobody uses is wasted money.

Companion documents

- Start a Distribution Business Guide
- Godown & Warehouse Management SOP
- Delivery Route & Logistics Plan
- Order-to-Delivery & Billing SOP
- Multi-Brand Distributor Management
- Retailer Credit & Collection Policy

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.