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Joint Business Plan (JBP) Builder

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 Joint Business Plan with a modern-trade key account — shared growth targets, assortment, promo calendar, visibility, and investment/margin commitments — so the relationship is strategic, not transactional. Use it for annual MT planning. For account profit use the MT Account Profitability Analysis.

Purpose of this tool & output

Build a win-win annual plan with a key account

How the output is used

Use it to build a win-win annual plan with a key account — a Joint Business Plan (JBP) across growth, promo and terms.

Important cautions

A JBP works only if both sides commit and review; a one-sided plan is just a wish list.

Companion documents

- Modern Trade Listing Kit
- MT Terms & Margin Negotiation
- Key Account Management Plan
- MT Promo & Activity Calendar
- Fill Rate & Service Level Improvement
- Private Label / Own-Brand Response

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.