

Key Account Management Plan

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 key-account management plan — account mapping, stakeholders, growth and defence strategy, service and review cadence — so your biggest MT/institutional accounts are grown and protected, not just serviced. Use it for top accounts. For the annual plan use the Joint Business Plan (JBP) Builder.

Purpose of this tool & output

Manage big accounts strategically

How the output is used

Use it to manage big accounts strategically — a key-account management plan that grows and defends your top chains.

Important cautions

Guard against over-dependence on one account; grow others in parallel.

Companion documents

- Modern Trade Listing Kit
- Joint Business Plan (JBP) Builder
- MT Terms & Margin Negotiation
- 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.