

Modern Trade Listing Kit

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 14 Oct 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

Produces a modern-trade listing kit — the buyer pitch, category and margin story, listing documents and terms to expect (listing fees, margins, returns), and a launch plan — so you get and keep shelf space in MT chains. Use it to approach a chain buyer. For the terms fight use the MT Terms & Margin Negotiation tool.

Purpose of this tool & output

Get listed in supermarket chains

How the output is used

Use it to get listed in supermarket chains — a modern-trade listing kit covering the pitch, terms and documents chains expect.

Important cautions

MT terms are demanding and working-capital heavy; enter only if you can fund payment cycles and drive rotation.

Companion documents

- Joint Business Plan (JBP) Builder
- 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.