

Sales & Distribution Org Structure

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

Designs a sales and distribution organisation — ASM/SO/ISR structure, territory and span, and reporting for GT/MT/e-com — matched to your scale and geography. Use it when your sales team is growing. For hiring use the Field Sales Hiring Kit.

Purpose of this tool & output

Design the sales hierarchy as you scale

How the output is used

Use it to design the sales hierarchy as you scale — the ASM/SO/ISR structure and spans that fit your distribution.

Important cautions

Match spans to outlet density and route productivity; over-structuring early kills margins.

Companion documents

- FMCG Brand Launch Plan
- FMCG Business Plan
- Brand Positioning & Proposition
- Category Entry Analysis
- Go-To-Market Strategy
- Product / SKU Feasibility Study

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.