

Numeric Distribution / Outlet Addition Drive

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 an outlet-addition (numeric distribution) drive — target new-outlet lists, opening-order offers, ISR incentives, and a tracking mechanism — to widen distribution fast. Use it to expand reach. For deep range in existing outlets use the Range Selling & Assortment Push Plan.

Purpose of this tool & output

Get the brand into more shops

How the output is used

Use it to get the brand into more shops — a numeric-distribution and outlet-addition drive to widen reach.

Important cautions

Count only outlets that reorder; one-time openings inflate numbers without building distribution.

Companion documents

- Beat Plan & PJP Builder
- Sales Target Setting & Split
- Daily Sales Report & KPI Design
- ISR Productivity Improvement Plan
- Sales Incentive Scheme
- Range Selling & Assortment Push Plan

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.