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Primary vs Secondary Sales Alignment

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 system to align primary (billing to distributors) with secondary (distributor to retailer) sales — measuring the gap, controlling stock-loading, setting healthy channel-stock norms and forecasting from secondary — so you do not mistake channel-stuffing for demand. Use it when primary and secondary diverge. For DB stock use the Stock Norms policy.

Purpose of this tool & output

Stop stuffing the channel and read real demand

How the output is used

Use it to stop stuffing the channel and read real demand — an analysis that aligns primary sales to actual secondary off-take.

Who should vet it

Your sales head, to confirm the secondary-sales data behind the alignment before you set primary targets.

Important cautions

Primary without secondary is borrowed sales; manage on secondary to avoid a stocked-out, overstuffed channel.

Companion documents

- Demand Forecasting & Inventory Planner
- Production Planning & Scheduling
- Raw Material Sourcing & Vendor Plan
- Cold Chain / Temperature-Sensitive Logistics
- Stock Norms & Days-of-Inventory Policy
- Expiry, Damage & Wastage Control

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.