

Range Selling & Assortment Push Plan

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 27 Aug 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

Builds a range-selling plan — must-stock assortment by outlet class, lines-per-bill targets, planogram/visibility for width, and ISR pitch to push slow but profitable SKUs — so you raise weighted distribution and per-outlet value. Use it to deepen existing outlets. For new outlets use the Numeric Distribution drive.

Purpose of this tool & output

Sell more SKUs per outlet, not just hero SKUs

How the output is used

Use it to sell more SKUs per outlet, not just hero SKUs — a range-selling and assortment-push plan that lifts weighted distribution.

Important cautions

Range depth per outlet drives profit; a wide but shallow distribution leaves money on the shelf.

Companion documents

- Beat Plan & PJP Builder
- Sales Target Setting & Split
- Daily Sales Report & KPI Design
- ISR Productivity Improvement Plan
- Sales Incentive Scheme
- Numeric Distribution / Outlet Addition Drive

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.