

Sub-Stockist Appointment (Distributor)

FMCG Brands & Distribution

Document type: Plan / SOP / strategy / guide · Generated 15 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

Helps a distributor appoint sub-stockists/RS to extend reach into feeder markets — profile, margin split, territory, servicing and controls — so you cover more without direct cost, without losing price control. Use it to extend a distributor territory. For the agreement use the Sub-Stockist Agreement.

Purpose of this tool & output

Extend reach through sub-stockists cleanly

How the output is used

Use it to extend reach through sub-stockists cleanly — the appointment, margin and territory terms to add depth without conflict.

Important cautions

Guard territory and price discipline; a sub-stockist dumping into your market hurts more than it helps.

Companion documents

- Start a Distribution Business Guide
- Godown & Warehouse Management SOP
- Delivery Route & Logistics Plan
- Order-to-Delivery & Billing SOP
- Multi-Brand Distributor Management
- Retailer Credit & Collection Policy

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.