

Super-Stockist / CFA Network Design

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 the super-stockist / C&F (carrying-and-forwarding) network — where to place stock points, super-stockist vs CFA choice, coverage and replenishment, and margins/terms — so product reaches distributors reliably. Use it to design upstream supply. For distributor appointment use the Distributor Appointment Kit.

Purpose of this tool & output

Design the upstream distribution backbone

How the output is used

Use it to design the upstream distribution backbone — the super-stockist and CFA network that feeds your distributors.

Important cautions

Balance service and cost; too many stock points trap working capital, too few starve distributors.

Companion documents

- Distributor Appointment Kit
- Distributor ROI Calculator
- Channel Strategy (GT / MT / E-Com)
- Territory Mapping & Coverage Plan
- Distributor Performance Scorecard
- Rural Distribution / Van-Sales 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.