

Territory Mapping & Coverage Plan

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 territory-mapping and coverage plan — outlet universe and classification, beats/routes, coverage and call frequency norms, and outlet-addition targets — so the sales team covers the market efficiently. Use it to plan coverage. For the daily beat use the Beat Plan & PJP Builder.

Purpose of this tool & output

Map outlets and design coverage that pays

How the output is used

Use it to map outlets and design coverage that pays — a territory and coverage plan by outlet class and potential.

Important cautions

Coverage without productivity is vanity; track productive calls and lines per bill, not just visits.

Companion documents

- Distributor Appointment Kit
- Distributor ROI Calculator
- Channel Strategy (GT / MT / E-Com)
- Super-Stockist / CFA Network Design
- 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.