

Wholesale Channel Strategy

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 wholesale-channel strategy — role of wholesale vs retail-billing, price and scheme discipline, managing leakage and cross-territory dumping, and when to reduce dependence — so wholesale drives volume without destroying margins and GT trust. Use it to manage the wholesale channel. For overall mix use the Channel Strategy tool.

Purpose of this tool & output

Use wholesale without wrecking your price line

How the output is used

Use it to use wholesale without wrecking your price line — a wholesale strategy that adds volume without triggering price wars.

Important cautions

Over-reliance on wholesale erodes price control and GT trust; balance it deliberately.

Companion documents

- Distributor Appointment Kit
- Distributor ROI Calculator
- Channel Strategy (GT / MT / E-Com)
- Super-Stockist / CFA Network Design
- Territory Mapping & Coverage Plan
- Distributor Performance Scorecard

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.