

4AP Food Academy

Distribution

B

BRONZE

Product

What does your product require for successful distribution? (Temperature state, mode of transportation, lead time)

What other complexities does your product have?

Possible Next Steps:

- Are you to the point that you need to move to a distributor? If so, talk with other peers/manufacturers about who they are using. Your customers Category Manager is always a great resource for these types of questions-leverage that relationship!
- Pay close attention to upcharges, fines/fees, customer base and service area

Notes:

Customer & Channel

Are you confident in who your target consumer is?

Where does your target consumer shop?



Possible Next steps:

- Walk the store where you are at and your competition-what are they doing different
- Understand any unique supply chain/distribution requirements of your customer/channel. Again, talk with your Category Manager
- It is very important that you maintain relevance on the shelf or you run the risk of being discontinued. Leverage ads, demos, special promotions, etc

Notes:

Working with a Distributor

Are you able to clearly communicate your distribution needs to potential distributors?

Do you know which distributors are the right fit for your product and channels?

Possible Next steps: As you start to explore partnerships...pay close attention to:

- Minimum orders
- Fines/Fees
- Upcharges
- Cadence on shipments to your largest customers
- Expandable
- Current customers they service
- How do they call out “new items” to their customer base

Notes: