

4AP Food Academy

Distribution

S

Silver

Product

If you are using a distributor, how well are they handling your product's complexities?

Are there inefficiencies in your process/product/packaging that are complicating your distribution?

Possible Next Steps:

- At this point-focus on being in stock and finding the most cost-effective way to highlight your product
- Is your product being re-stocked in a timely manner. **Do not leave anything to chance**-if you are running a promotion make sure your Category Manager orders up, you have on-hand inventory, it gets shipped in a timely manner, and put on the shelf in timely manner. Also, in non-promoted weeks-walk stores to make sure you are not Out of Stock. If you are, immediately talk with the store manager and figure out why.

Notes:



Customer & Channel

Are you able to meet your channels' (or desired channels') demands?

Planning ahead, what infrastructure (capacity, systems, personnel, equipment) do you need in place to meet your channel requirements?

Possible Next steps:

- You need to become intimately familiar with the customers portal-most disputes, reporting and questions can be answered using it
- Walk your stores-look at your product and your competitors-what do you see that you like-what troubles you
- If you are running a promotion-make sure it is being executed as planned
- At a minimum you need to be turning in the top half of the category to reduce your risk of being discontinued. Talk with your Category Manager for event options
- Are there any Electronic Data Interchange (EDI) requirements

Notes:

Working with a Distributor

Have you interviewed your list of potential distributors and narrowed the list down to 2-3?

Have you talked to your peers/advisors and asked if they have a recommended distributor?

Possible Next steps:

- Determine if your current distribution model is still working or do you need to upgrade
- Again-talk with your peers or Category Managers to see if they have a recommended Distributor. Don't be the squeaky wheel for your Category Manager!
- Always be thinking ahead...would it make sense to jump to national distributor now or just go to a regional distributor...no right/wrong answer-just something to think about
- Are there any EDI requirements

Notes: