

CHANNEL MANAGEMENT

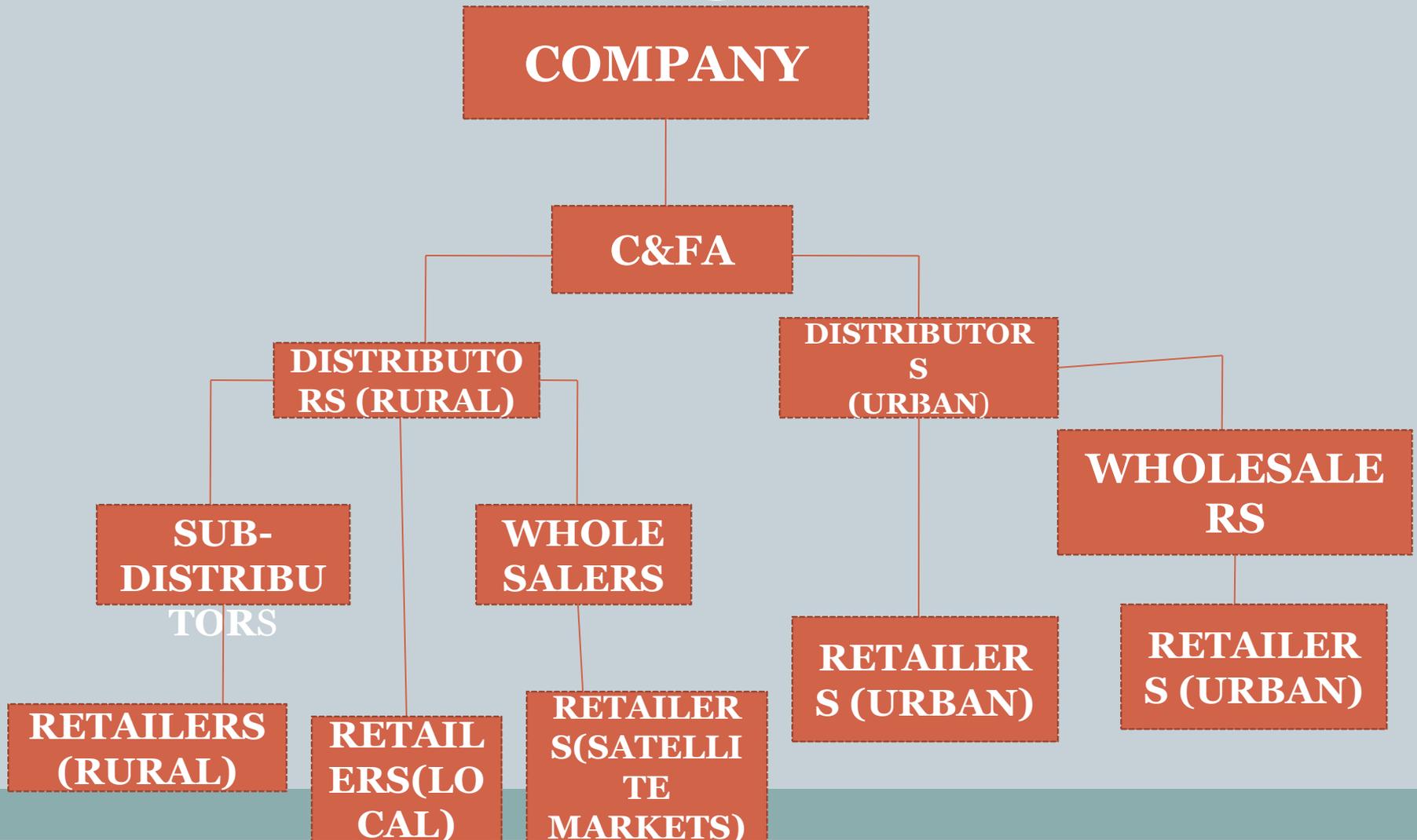


PLACE- RURAL DISTRIBUTION CHALLENGES



- Large number of small markets
- Dispersed population and trade
- Poor connectivity
- Low availability of suitable dealers
- Inadequate banking/ credit facilities
- Poor product display and visibility
- Poor communication of offers and schemes

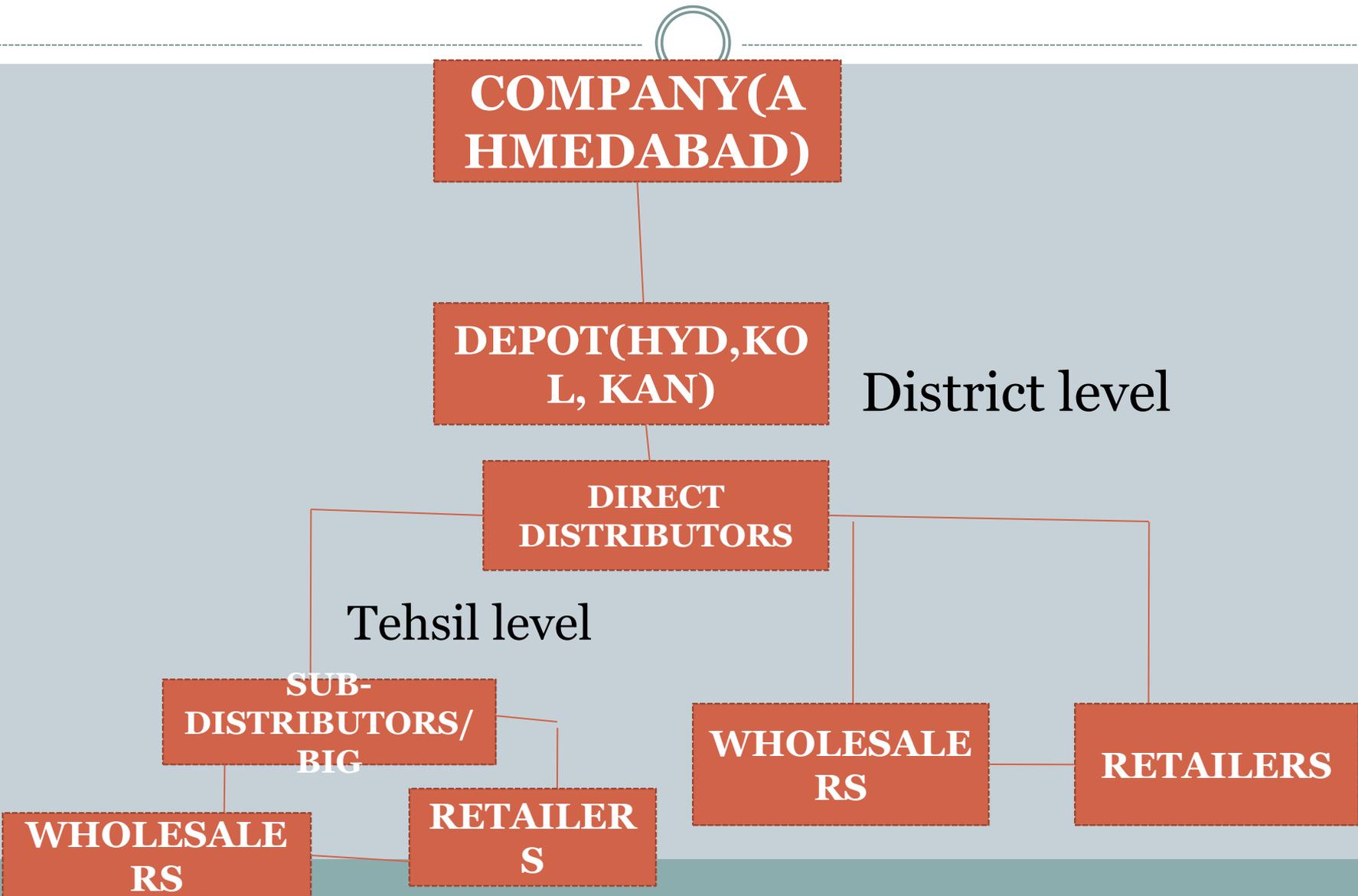
DISTRIBUTION MODEL FOR FMCG-DM₁ (ADVANCED VERSION)



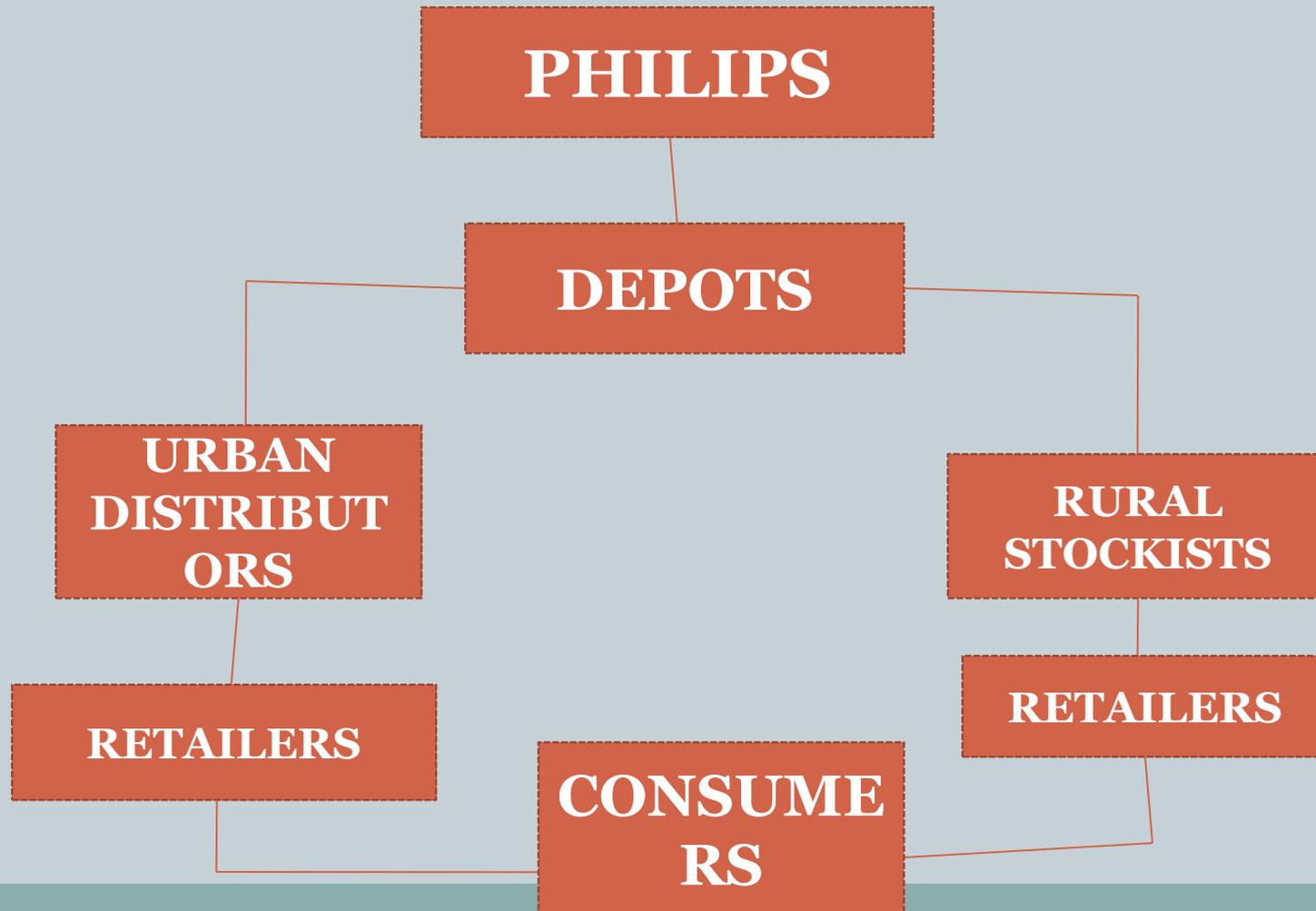
DISTRIBUTION MODEL FOR FMCG-DM₂ (TRADITIONAL VERSION)



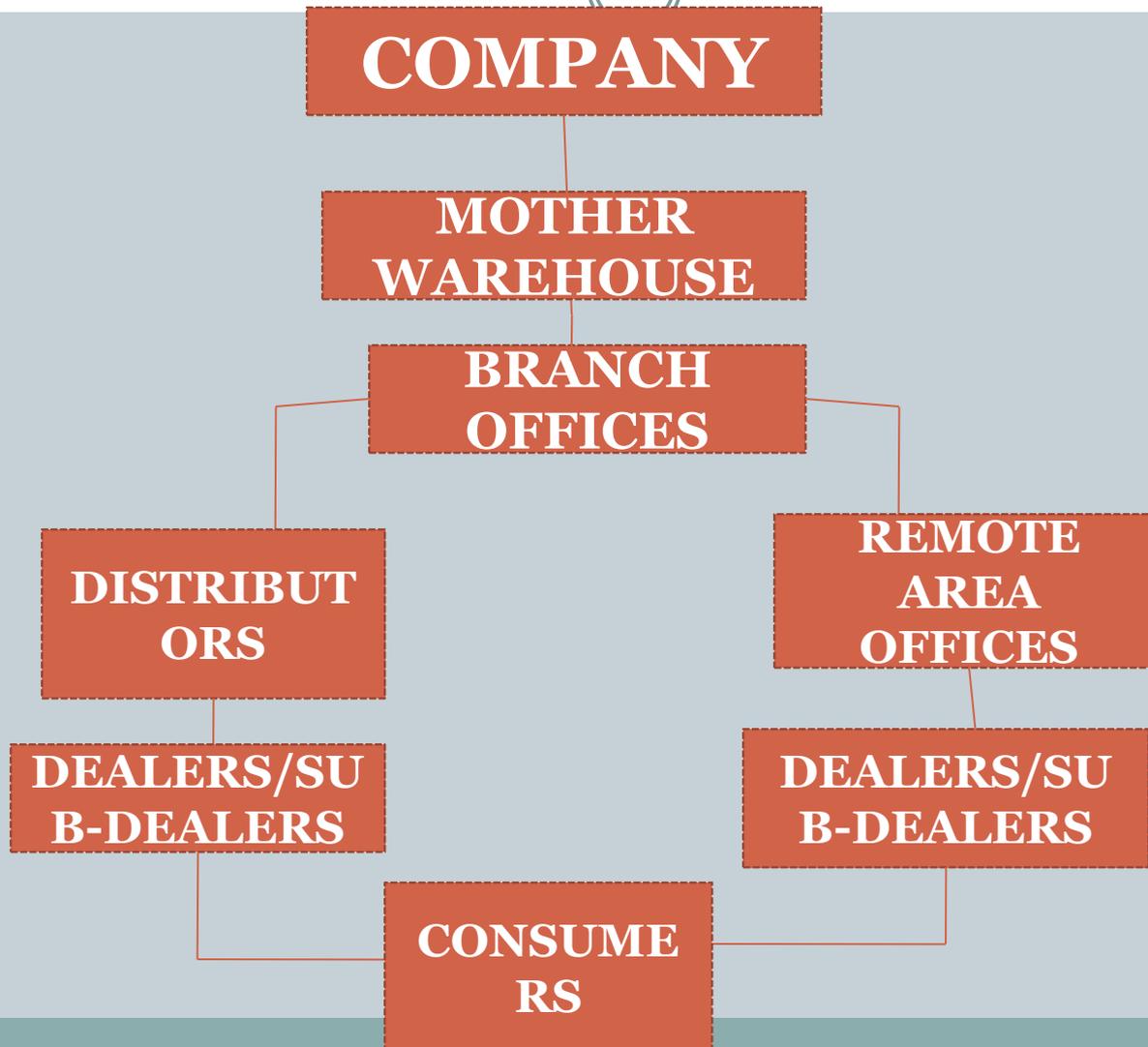
NIRMA DISTRIBUTION SYSTEM



CHANNEL MANAGEMENT IN DURABLES (PHILIPS)



CHANNEL MANAGEMENT IN DURABLES (LG)





THANK YOU