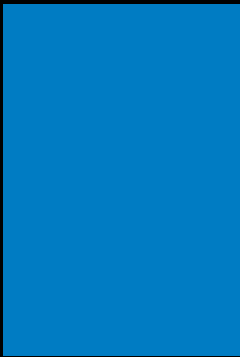
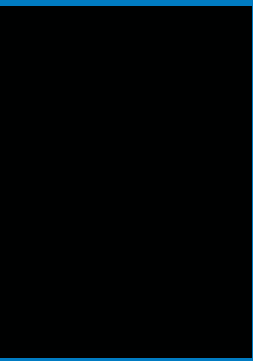




10 IDEAS TO WIN IN THE EMERGING MARKETS

REACHING THE NEXT BILLION





For global brands, the next wave of growth is in the emerging markets. The opportunity: billions of consumers and billions of dollars in potential revenue. However, brands need to understand the dynamics of these markets and look for opportunities to drive profitable growth.

This booklet analyzes the top 10 issues for global brands, across industries, and proposes ideas that can drive success in the emerging markets.



1

Do you have accurate and timely visibility into distributor demand?

Sales, orders and inventory – this information is the lifeblood of your brand. But, your distributors don't always send the information on time, and it isn't always accurate.

The result: You are unable to forecast demand and plan production which, in turn, impacts sales.

WHAT IF

you could accurately sense and fulfill demand by easily exchanging information with distributors?



2

Do you get to know your share of shelf too late?

A three percent improvement in in-store product availability can boost sales by one percent. This needs a clear view into product placement. But, this may take a while due to time-consuming audit cycles.

The result: You can't take corrective actions on time and may lose your consumers to your competitors.

WHAT IF

knowing your share of shelf was just a snapshot away?



3

Do you have real-time insights into shopper behavior?

Fifty percent of in-store purchases are spontaneous. But, if you do not know shopper behavior in the store, you can't really guide them to your products.

The result: Shoppers could have added your products to their cart, but they didn't.

WHAT IF

you could double shopper spend by influencing behavior at stores?



4

Are your temperature-sensitive products stored the right way?

If you have temperature-sensitive products, then chances are that you provide retailers with product coolers. But, the coolers can get misplaced or retailers may turn up or turn down the temperature by a few degrees.

The result: Consumer dissatisfaction and costly product returns.

WHAT IF

your coolers were at the right place, at the right temperature – always?



5

Do you have a unified view of your business across the demand chain?

You are probably sitting on truckloads of data from distributors, retailers and consumers. But, it could be just lying around without being put to use.

The result: This data could have been valuable market intelligence, but it isn't.

WHAT IF

you had insights that help you get a pulse of the market quickly?



6

Are you on-boarding distributors fast enough?

To reach millions of consumers, you must on-board thousands of distributors. But, here is the problem – their technology systems are dated and their processes are slow or manual.

The result: Your distributors' operations are not in sync with yours. This slows your ability to reach customers.

WHAT IF

you could on-board distributors in weeks, not months?



7

Are you serving small retailers cost-effectively?

Most distributors are able to serve only about 35 – 40 percent of small retailers at any given time due to distance and operational costs.

The result: These retailers are likely to stock your competitors' products or shut shop to procure from nearby markets. This means lost sales opportunities.

WHAT IF

retailers could self-serve their needs on mobile phones?



8

Are your distributors placing the right orders?

There is probably a lot of back and forth in manual order placement between your brand and distributors – products may have been discontinued, or distributors order more than they really need.

The result: Increased operational costs, non-productive inventory, and revenue loss.

WHAT IF

distributors got their orders right the first time – thanks to your recommendations?



9

Is your sales force slowing you down?

Your distributors' salesperson must collect as many orders as he can, from multiple retailers – all in a day. But, he is limited by a standard route plan and paper-based order forms.

The result: Ineffective sales execution and poor revenue realization.

WHAT IF

your distributors' sales force could reach more stores and also increase order value?



10

Are your trucks guzzling more fuel than they need to?

Not every order needs to be delivered the same day, and then there are orders that need priority handling. If your delivery routes mimic sales routes, you could lose the opportunity to optimize delivery schedules.

The result: Increased operational costs leading to reduced profitability.

WHAT IF

you could cut logistics costs without cutting corners in service quality?





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