

Retail Format

Proposed Road map guide line

By LSSLAL

Objective for Retail Division

- To Introduce Profit centre Head Concept
- All Unit / states to be accountable for P&LA
- All Brands to be with XXXXXXXX Ltd
- State Head will Primarily be accountable For Retail Ltd & Agency sale there after
- Create Retail Channel Sales
- Create Multi Brand Out lets Equally
- Reduce Conflict with Current Operation / Agency Sale

Suggested Module

- Create Separate Retail Division
- XXXXXX Ltd being manufacturing Co
- AAAA Ltd to take stock from XXXXXX Ltd
- All States with Distribution
- Introduction of Value Packs in Retail
- XXXXXX Ltd sales force all exp. To be borne by AAAAAA Ltd

XXXXX Retail Ltd

Non Agency- All States
/ Full /Part Sale – All Brands

EBO

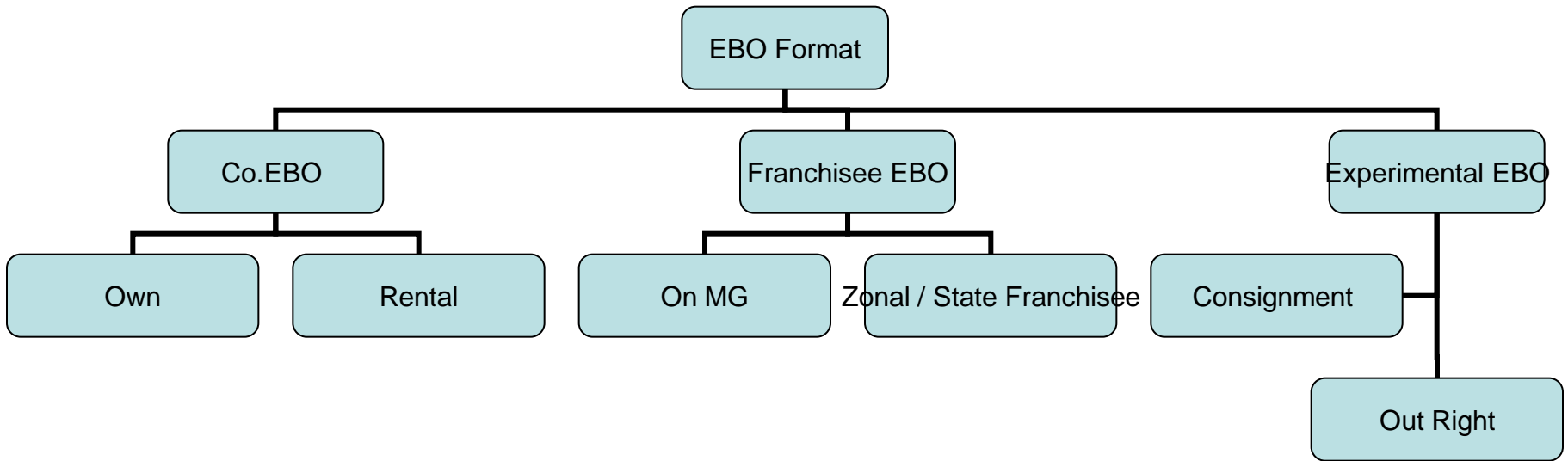
MBO

LFS

MFS

Corporate A/C
Institutional Sale

EBO Format



Rupa & Co. Ltd. to Rupa Retail Ltd.

- Rupa & Co Ltd to Invoice Rupa Retail Ltd
- Proposed Discount
- Less – Sales Force Exp
- Less – Sales Promotion / Advt Exp
- Less – CD
- Less – Agency Commission
- Less – Secondary Freight
- Add – Corporate Exp
- Add – VAT

MULTI BRAND OUTLET - Objective

- Shelf Hiring Space activity
- Merchandising
- To develop market by taking Competitor's Share
- Continuous Secondary Control
- Key Out Let to Cover
- Separate Distributor for M.B.O
- Initially Regular Pack & Then to Shift to Value Packs there after
- To Keep only B & C Category Out Let
- Better Visibility & Placement

Pricing Policy –Mark Down

- Price from XXX Retail To Dist on MD
- Dist to Retail on MD
- To Target A& B SEC MBO
- Consumer Scheme
- Retailer to sale on MRP

M.B.O Distributor

- To appoint One Distributor in A & B Class Towns
- One Distributor to appoint 40 to 50 M.B.O
- Distributor Landing PTDR
- CD on 21 Days 3 % Discount
- Qtly Review of M.B.O
- M.B.O Secondary Total Primary of Dist.
- Distributor Territory may be as per Viability.

Proposed Redistribution

