

ROUTE TO MARKET CASE STUDY

ROUTE TO MARKET ASSESSMENT AND DISTRIBUTOR SEARCH

Country South Africa

Category FMCG

Background The client, a key global player in the FMCG market had been trying unsuccessfully to enter a category in South Africa for several years. The optimal route to market was via third party distribution with national coverage. The client had already invested in multiple market visits and meetings with prospective distribution partners in the field but had failed to find a partner. The client was under pressure to enter the market and did not have access to distributor intelligence.

What we did We undertook an assessment of the product positioning and target consumer profile and stress tested the route to market and value chain through to retail in impulse distribution channels. We then cast a wide national search for distribution partners and assessed them against our initial capability framework to formulate a short list. We contacted and spoke directly with key decision makers at the shortlisted candidates about the opportunity and assessed strategic fit, suitability, and capability. We provided an in-depth independent assessment against our distributor assessment scorecard and recommend five good fit partners who were genuinely interested in the opportunity.

Outcomes

- Successfully found a suitable distribution partner and entered the market
- Accelerated market entry by leveraging Trendtype's expertise and experience
- Built a realistic sales growth trajectory in line with distributor financial capability

Client feedback "Trendtype are highly knowledgeable about the market and provided the insights in a professional, timely and extremely well presented report. They grasped our needs quickly and demonstrated adaptability in addressing those needs, whilst going the extra mile with added findings to inform potential next steps."

