

Developing and Executing a Route to Market Plan to Grow Sales

Many Cadent clients are in growth mode, with a mandate to increase distribution and grow sales. These companies are typically small to mid-cap CPG's which lack widespread national distribution. Our client in this situation was a mid-Cap CPG firm with the goal of expanding distribution on a new line of products.

The Cadent team leveraged retailer input, a custom Path to Purchase survey and sales and shopper analysis to deliver a sequenced distribution plan.

The Challenge

The new line of products was more premium and in a different category than its base offering, requiring a different approach to gaining distribution. The challenge was to develop the insights to determine which retailers should be a priority.

The Overall Solution

- Determined at which retailers the new line should target at launch
- Provided a custom, insight backed selling story to the priority retailers
- Quantified the level of support required to sustain distribution
- Provided a now, next, future path for which retailers to target in the future

A Customized Solution

Cadent developed a solution that combined retailer input, path to purchase insights and sales and shopper analysis.

Retailer Input: Retailers provided input on whether they believed the line was a good fit for them as well as what would be required to launch and sustain distribution.

Path to Purchase Insights: Cadent fielded and analyzed a path-to-purchase survey to develop the insights necessary to sell in the new line, while also surveying shoppers at potential target retailers.

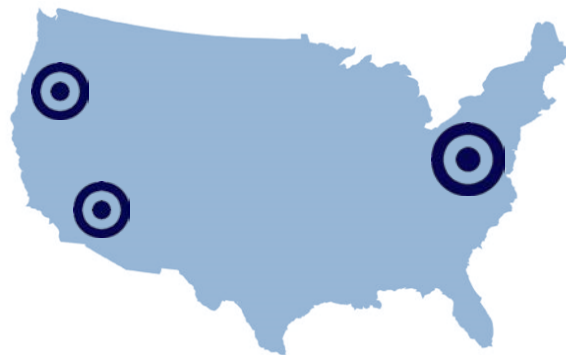
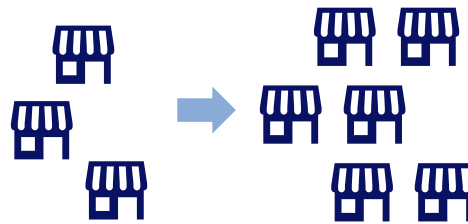
Sales Analysis: Cadent utilized sales data to determine the likely sales rate of the new line in addition to assessing the pricing and promotion levels required to succeed at retailers.

Shopper Insights: Cadent analyzed shopper data to understand the likely buy rate and penetration to forecast the incremental impact to retailers.

Solution: Cadent developed a now, next, future sequence to enable the client to sequence distribution in order to grow in geographies and retailers that contained likely shoppers for the new line.

CPG Client Benefits

- A distribution plan to meet sales targets.
- Priority customers for sell-in on the new line based on rigorous research and analysis
- A selling story, backed by insights, customized for top retailers.

TARGETED DISTRIBUTION**PRUDENT EXPANSION**

YEAR 1

YEAR 2

Execution Results

Cadent engaged sales personnel from the outset and partnered with key account leads to finalize the custom selling stories and train the team on the selling approach. Customized insight tools for retailers were provided for turnkey sales and shopper insights.

Financial Results

The client obtained distribution at nearly 75% of its targeted retailers and the focus provided in the route to market work enabled the client to sustain support for the effort. Most importantly, the items remained in stock in year 2.

The Cadent Go-to-Market Difference

The Cadent process leverages extensive experience in linking the needs expressed from retailers complemented by rigorous data analysis, to drive successful execution through customized solutions. Cadent uses this process across our work in route to market, category leadership and supply chain engagements within the CPG industry. The end solution must be practical, and in many cases simple is better. Our teams combine a mix of prior operating experience plus extensive consulting experience to develop these effective and actionable solutions.

For more information regarding supply chain or other Cadent offerings, please feel free to contact Richard Bode:
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