

Distributor Classification*

Stars	Title	Description	Prime Prospects
★★★★★	Champion	Massive distributor. Handles multinational/ #1 brands across many categories.	Brand leaders. \$\$\$ marketing budgets. Exporter types: 6-10
★★★★	Captain	Category Captain. Handles leading brands in one segment.	Category innovators/leaders. \$\$ marketing budgets. Exporter types: 5-9
★★★	Player	Mid-size distributor. Handles #2/3 brands or niche leaders across many categories.	Differentiated, premium brands. \$-\$\$ marketing budgets. Exporter types: 4-7
★★	Participant	Respected local. Diversified product portfolio. Results equal to investment.	Flexible, challenger brands. \$ marketing budget. Exporter types: 2-4
★	Pioneer	Small distributor. Entrepreneurial, open to innovative new companies.	Start-up brands. "Pay as you go" marketing. Exporter types: 1-3

*Export Solutions' classification system

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