

## Distributor Selection Road Map

Most companies maintain diverse distributor networks: A mix of large and small distributors, category specialists, and those focusing on brands from your home country. Export Solutions recommends performing a distributor model analysis of your current distributors to determine which type of distributor is delivering “Best in Class” results. An important consideration is your brand ambition and investment level for a country when evaluating distributor performance. The results of your distributor model assessment can be used to guide new distributor selection or upgrade your current distributor network. Export Solutions can help!

Brand Ambition			
Country Importance	Strategic	Priority	Opportunistic
Brand Market Share Objective	Leader	Player	Niche
Brand Investment Model	Mass Marketing	10% of Sales	Dead Net Price
Distributor Selection Criteria			
Preferred Distributor Size	Large	Medium	Small
Channel Specialization	Supermarkets	Foodservice	Pharmacy
Category Specialization	All Food	Confectionery & Snack	Beverage
	Gourmet	Natural Food	Health & Beauty
	Ethnic Food	Frozen/Chilled	Household/Non Food
Country Specialization	USA	France	Germany
	Italy	Spain	United Kingdom
	Asia	Latin America	Middle East
Benchmark Brands (examples)	Pringles	Barilla	Tabasco

*Export Solutions Performs Distributor Search in 95 Countries*