

Export Reports: Format and Frequency

Every exporter requires certain reports to manage the business.
 Productivity is enhanced when distributor focuses on selling activities versus compiling a stack of reports.
 Everything functions better when reports are filed on a regular schedule.

Report	Description	Monthly	Quarterly	Annually
Distributor "Sell Out"	Distributor sales to customers	x		
Sales Forecast	Rolling 90-180 days	x		
Distributor Inventory	Weeks supply on hand, by sku	x		
Sales Versus Budget	Progress vs. annual objective	x		
KPI Dashboard	Coverage, Displays, Distribution, etc.	x		
Listing Map/Plans	Brand/sku authorization,by customer	x		
Sales Promotion Calendar	Capture adjustments, and payout	x		
New Product Launch Status	Acceptance by key customer	x		
Category Review (Nielsen ?)	Category trends		x	
Retail Price Survey	Top 10 customers		x	
Competitive Activty	New launches, innovation		x	
Distributor Credentials	Distributor "standard" presentation			x
Credit Report	Financial update			x
Distributor Value Chain	Factory gate to store shelf			x
Annual Business Plan	Agreed road map to achieve objectives			x
Retailer Business Review	Top 5 retailers			x
List of Top 10 Customers	Plus your buyers name			x