

DEMAND GENERATION ISN'T THE PROBLEM, UNSTRUCTURED DISTRIBUTION NETWORK IS!



Inconsistent growth is usually a distribution problem, not a demand problem.

- Inconsistent Demand
- Poor Brand Leverage
- Supply Chain Issues
- Inefficient Manpower Allocation

POOR NETWORK

STRUCTURED GROWTH

Scientific Approach for selecting your Growth Partners

BTBC India has mapped Indian Geography & Demography for 1.6 Lakh pin-codes

Uniform Market Coverage

Defined Channel Hierarchy

Easy to manage Promotion

Defined Growth Strategy



DISTRIBUTORS / CHANNEL PARTNERS ARE YOUR GROWTH ENABLERS

Scientific Selection of the right partners assures long term commitment for towards the brand & its growth.



CRITICAL CRITERIA

- Promoters / Team background
- Allied Product Mix
- Other Brands On-board
- Geographical Reach (Pin-codes)
- Historical Growth
- Financial Stability
- B2C, B2B & B2G Customer Base
- Logistics Infrastructure
- Technology Adoption
- Marketing Involvement



The Banyan Tree
Business Consulting, India.

BTBC INDIA B2C GROWTH OFFERINGS

Build distribution. Activate markets. Measure impact.



Setting Distribution Network, Pan India:

- Build scalable, market-aligned networks
- Onboard high-potential channel partners
- Expand into untapped regions
- Use defined qualification frameworks

Field Staff Deployment, Pan India:

- Deploy off-roll field staff
- Field Activities managed by a Call Centre
- Receive Live Performance Tracking
- Generate Demand - Pull for your Products
- Constant Channel Engagement
- Get Market Insights

On Field Brand Audit:

- Market Presence Validation
- Duplication / Infiltration
- Brand Visibility & Compliance
- Quality & Consistency Check
- Sales Conversion Analysis
- Competitor Benchmarking



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