

FMCG Merchandizing Solution

Case Studies



Case Study - Bakery in East Africa

TASK

- GPS location and GPS geo-fencing capabilities of retail outlets
- Brand performance analysis of each of their brands in all their stores
- Ensuring market coverage, order placement and fulfillment
- Competitor activity tracking



SOLUTION: Market Analysis & Tracking

APPLICATION: Merchanidzr

VAS: Analytics (BI)



RESULTS

- Order fulfillment turnaround time reduced from more than a week to hours and days – Traditionally order takers had to come to HQ to process orders
- Increased share of shelf
- Increase in outlet coverage as a result of outlet mapping

Case Study – Top Flavoured Tea Packers in EA

TASK

- Produce analytics to drive decision making
- Monitor productivity of all field resources
- Monitor sales performance of each outlet and SKU
- Track competitor promotions within the category



SOLUTION: FMCG Market Analysis & Tracking

APPLICATION: Merchandizr

VAS: Analytics (BI)

RESULTS

- Productivity increase by 32% on the orders placed in a duration of one month as a result of successful calls
- Increase of 40% in sales calls by in ground sales team
- Increases sales as a result of field force and outlet monitoring
- Customer retention as a result of market intelligence obtained on competitor activities which enables the team stay ahead of competition