

ALIMOSHO MARKET INTELLIGENCE

STRATEGIC OPERATIONS CENTER: LOGISTICS, QUALITY, & COMPETITION

FILTER ZONE

ALL OUTLETS

ACTIVE OUTLETS

1,500

Total Surveyed Points

COLD EFFICIENCY

22.2%

Chilled Availability Rate

MARKET LEADER

Cocacola

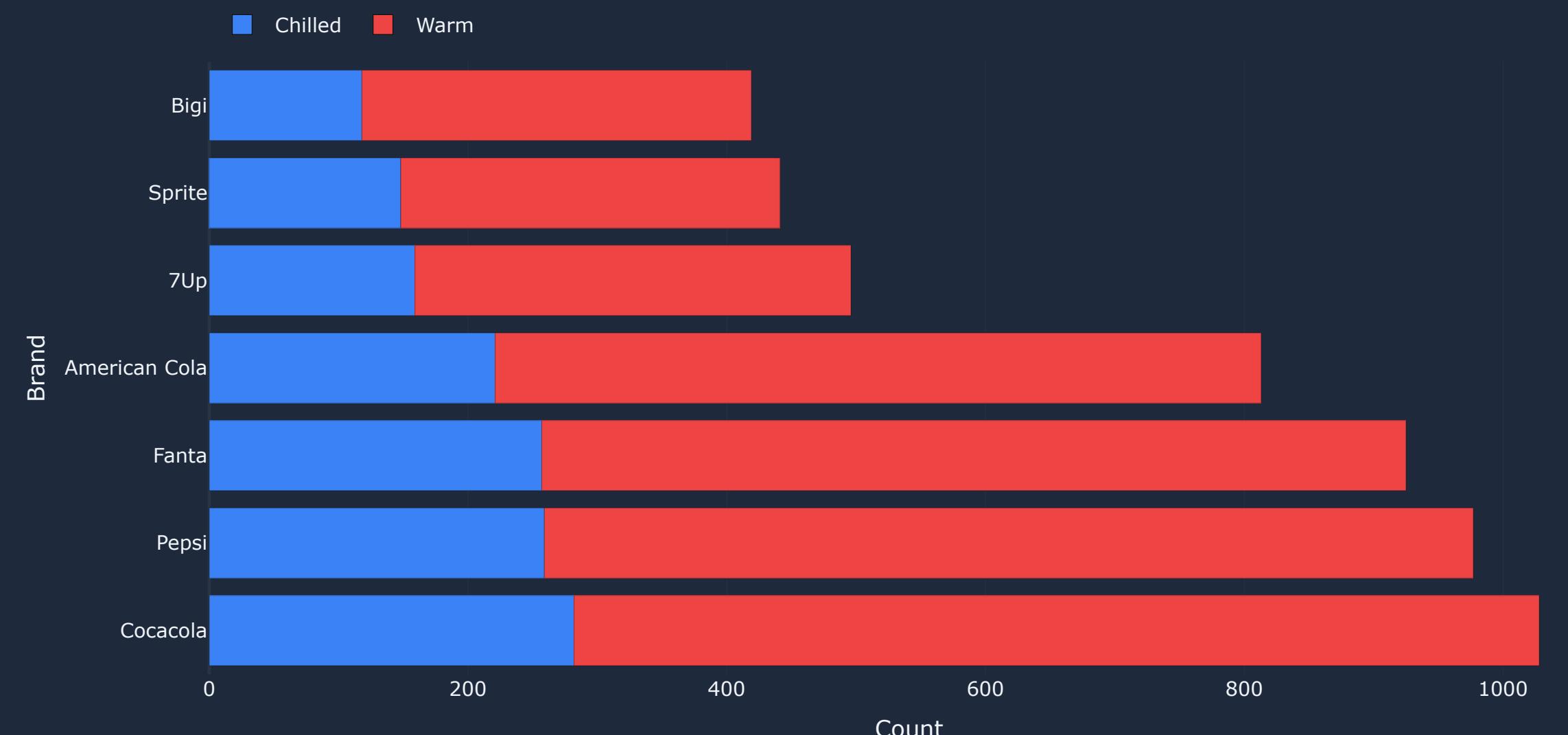
68.5% Penetration

GHOST OUTLETS

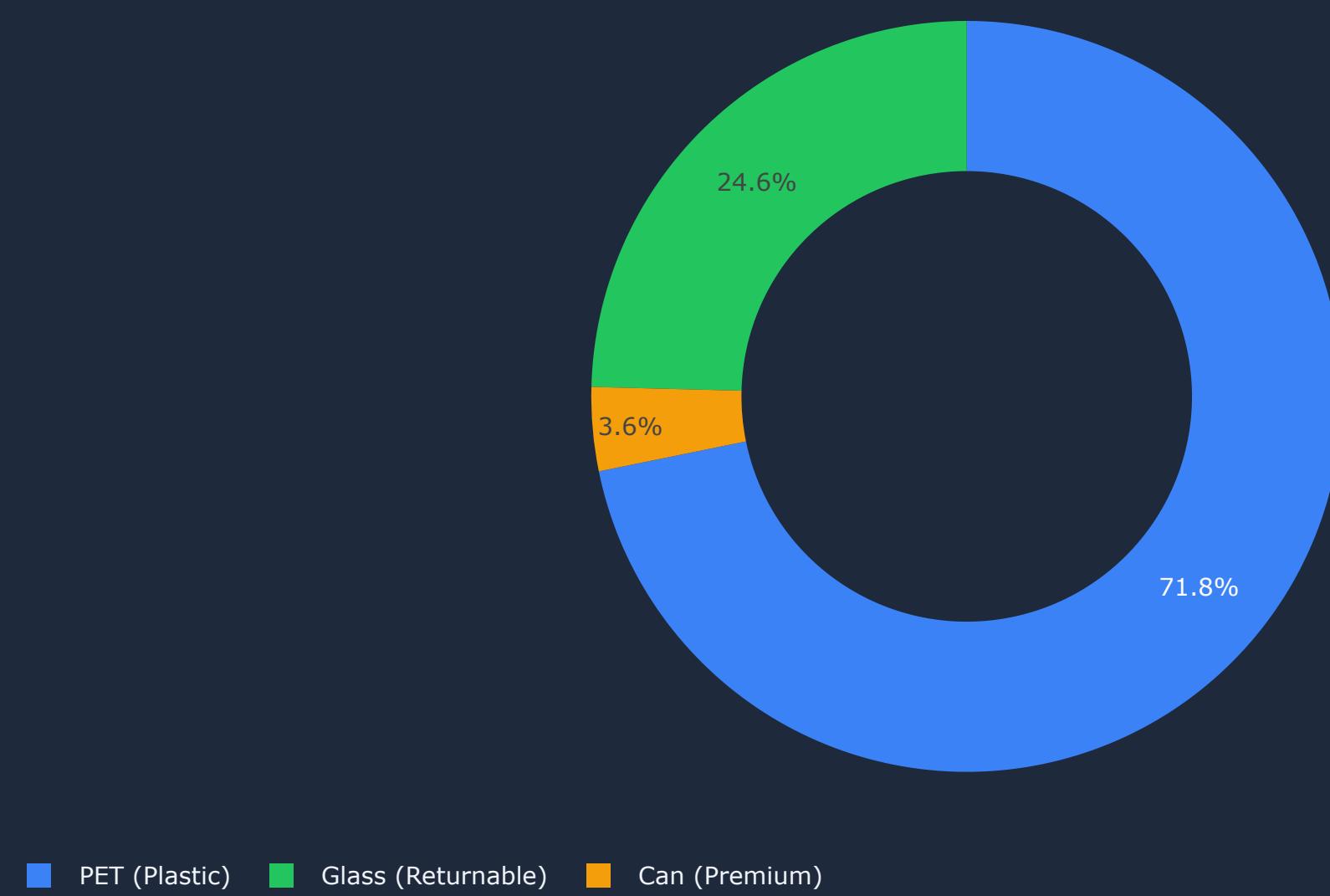
12

Stocked but Unbranded

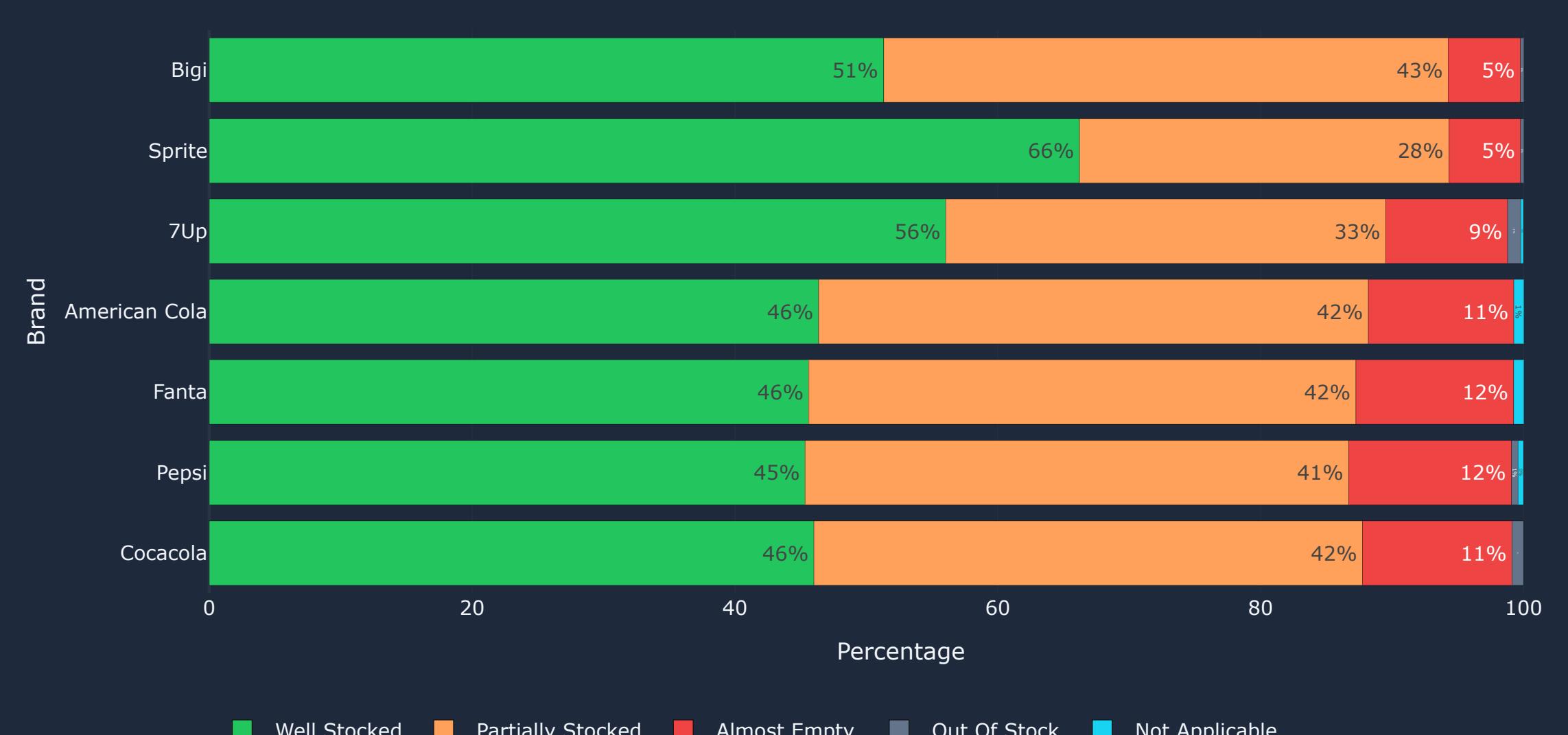
COLD CHAIN GAP (VOLUME)



CONSUMPTION ARCHITECTURE (PACKAGING)



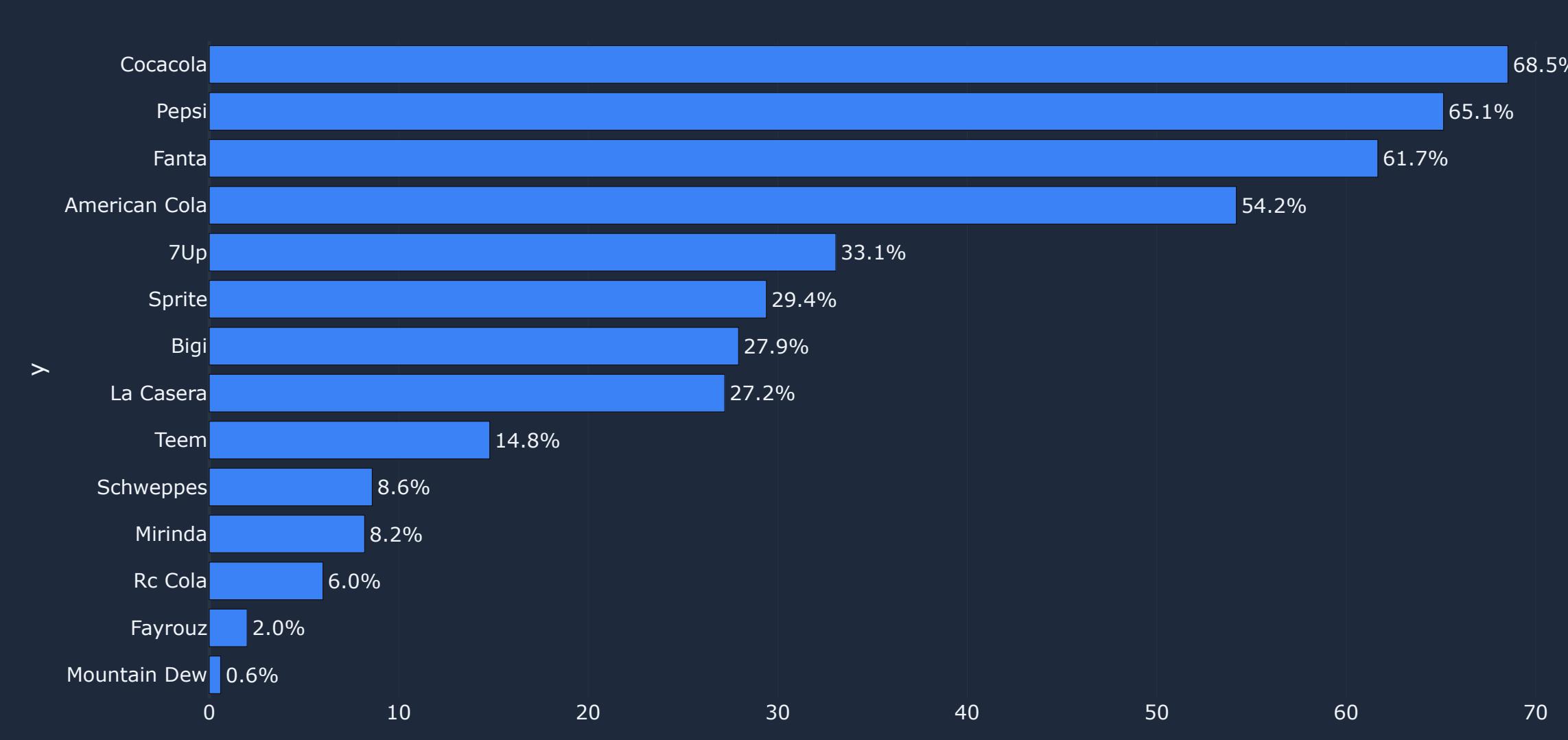
SUPPLY CHAIN HEALTH (STOCK LEVELS)



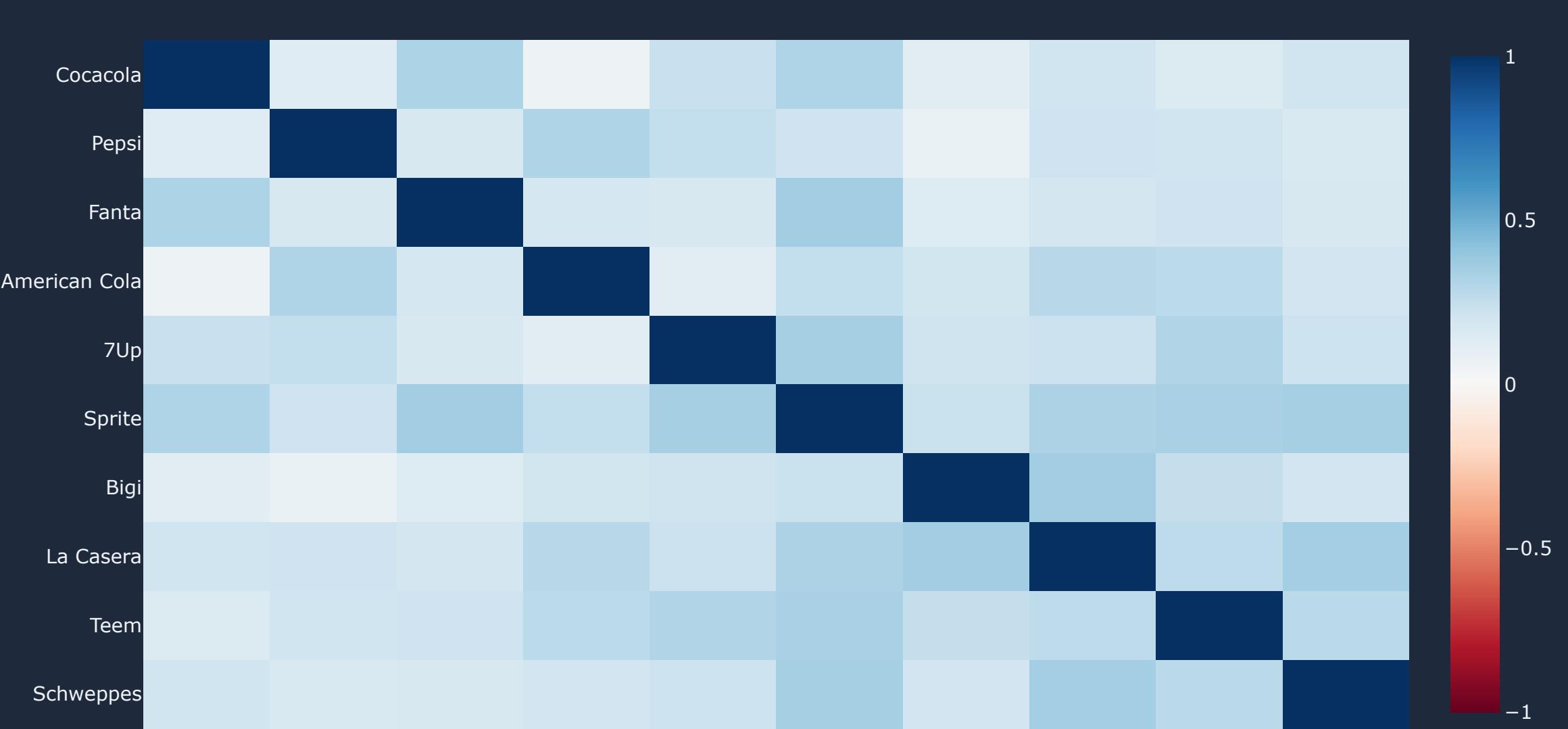
OPERATIONAL FAILURE HEATMAP (%)



TOTAL SHELF PENETRATION (%)



COMPETITION MATRIX (CORRELATION)



GEOSPATIAL THERMAL LAYER (EXPLORATION)

