

# Bizom Retail OS for CPG



# CPG Route-To-Market (RTM) is Costly & Lacks Efficiency

CPGs Spend 30% – 50% of  
Revenue on RTM

CPG Brands have a  
*Leaky Bucket Problem*  
with their RTM



Missed  
Opportunities



Revenue  
Leakages



Poor  
Decisioning

## GTM Challenges

Distribution Inefficiencies

Data Dark with Stale Insights

Supply Chain Leakages

Analog Systems

Outdated Distributor Mgmt  
Systems

**Schemes & Discounts**  
(4%-6%)

**BTL & Trade Margins %**  
(15% – 30%)

**Sales Force**  
(8% - 10%)

**Logistics**  
(6% - 8%)

# BIZOM is the Retail OS for the Emerging Markets

BIZOM enables Brands to distribute smartly and efficiently by utilizing power of technology and data analytics

*Digitizing & Optimizing*  
**Brand's 4Ps along with its People**

