

# USHINDI Laundry Bar

## Territory-Wise Brand Strategy

### Executive Analysis & Actionable Recommendations

#### Executive Summary

Territory	White Space Score	Client Share	Competitor Strength	ERP/Nielsen Ratio	Z-Score	TA Fit	Key Challenges
NAIROBI	64.69 (High)	6.18%	24.56% (Medium)	2.61	0.74	64.12%	Low share despite fit, undersupply, high competition

The NAIROBI territory shows significant untapped potential for USHINDI bar soap, with a high white space score of 64.69. Despite a strong target audience fit of 64.12%, client share remains low at just 6.18%. The brand faces medium competitive pressure (24.56% strength) and a notable undersupply issue (ERP/Nielsen ratio of 2.61). Positive momentum is indicated by the Z-score of 0.74. Strategic interventions should focus on improving supply alignment, enhancing brand differentiation, and aggressively targeting high-potential locations through localized activations.

#### NAIROBI

**SKU Cluster:** Yellow B (Struggling)  
**White Space Score:** 64.69 (High)  
**Client Share:** 6.18% → Significantly underperforming  
**Competitor Strength:** Medium (24.56%)  
**ERP/Nielsen Ratio:** 2.61 → Undersupply issue, demand exceeds supply  
**Z-Score:** 0.74 → Positive momentum  
**TA Fit:** 64.12%

#### Insights

The NAIROBI territory represents a major growth opportunity for USHINDI bar soap, given the high target audience fit of 64.12% and white space score of 64.69. However, the brand is currently struggling with a client share of just 6.18%, indicating significant underperformance. The undersupply issue (ERP/Nielsen ratio of 2.61) suggests demand is outpacing supply, while medium competitive strength (24.56%) poses a challenge. Positive momentum (Z-score 0.74) provides a foundation for targeted interventions.

#### Strategic Action

- Correct supply-demand mismatch by increasing ERP coverage in high-potential locations
- Improve brand perception and differentiation through targeted marketing campaigns
- Increase localized promotional activities in top-performing RTM locations

## GT Actionables (Sales Team)

### 1. **Expand ERP coverage in top 20 RTM locations**

Increase ERP coverage by 25% in the top 20 RTM locations (e.g., THIKA, KITENGELA, ONGATA RONGAI) over the next 60 days to address undersupply. Monitor sell-through rates and adjust inventory levels accordingly.

### 2. **Introduce targeted trade promotions**

Launch trade promotions focused on the top 30 RTM locations, offering volume-based incentives to retailers. Aim for a 10% lift in sales volumes in these locations within 90 days.

### 3. **Strengthen distributor partnerships**

Identify the top 5 distributors in NAIROBI based on RTM sales data. Develop joint business plans with each distributor, setting quarterly growth targets and providing marketing support. Aim to increase distributor-driven sales by 15% in FY23.

## GT Actionables (Marketing Team)

### 1. **Launch targeted digital campaigns**

Develop a series of digital campaigns tailored to the NAIROBI market, highlighting USHINDI's unique value proposition and promotions. Focus on high-AWS locations like THIKA, KITENGELA, and ONGATA RONGAI. Target a 20% increase in brand awareness and 10% sales lift in these locations within 6 months.

### 2. **Conduct brand activation events**

Plan and execute monthly brand activation events in top RTM locations, showcasing USHINDI's superior performance and value. Engage local influencers to amplify reach. Aim for a 15% increase in trials and a 5% conversion rate in each location.

### 3. **Implement visibility enhancements**

Work with trade marketing to enhance USHINDI's in-store visibility in high-potential outlets across NAIROBI. Introduce eye-catching POS materials, shelf talkers, and product demos. Monitor visibility compliance and sales uplift, targeting a 10% improvement in both metrics within 60 days.

## RTM Actionables (Field Ops/Management)

### 1. **Prioritize top 50 RTM locations**

Focus field sales efforts on the top 50 RTM locations based on AWS scores. Ensure consistent product availability, visibility, and promotional compliance in these outlets. Conduct weekly store audits and address any gaps within 48 hours.

### 2. **Optimize RTM route planning**

Analyze RTM sales data to identify efficiency opportunities in route planning. Optimize sales rep visits to prioritize high-potential locations and minimize unproductive time. Implement the new route plans within 30 days and monitor productivity metrics.

### 3. **Expand RTM coverage to untapped locations**

Identify 20 untapped locations in NAIROBI with high AWS scores (e.g., KIMENDE, GIKUNI, HURUMA CORNER). Develop a targeted expansion plan to establish RTM presence in these locations within the next 120 days. Set clear sales targets and review performance monthly.

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# Implementation Matrix

Initiative	Territory	30 Days	60 Days	90 Days
Expand ERP coverage	NAIROBI	Identify top 20 locations, set targets	Increase coverage by 15%	Increase coverage by 25%, monitor sell-through
Introduce trade promotions	NAIROBI	Design promotions, align with retailers	Launch promotions in top 30 locations	Achieve 10% sales lift in promo locations
Strengthen distributor partnerships	NAIROBI	Identify top 5 distributors, develop JBPs	Implement JBPs, set quarterly targets	Increase distributor sales by 10%
Launch digital campaigns	NAIROBI	Develop campaign assets, select locations	Launch campaigns, track awareness	Achieve 20% awareness and 10% sales lift
Conduct brand activations	NAIROBI	Plan monthly events, engage influencers	Execute events, track trials and conversion	Achieve 15% trials and 5% conversion
Enhance in-store visibility	NAIROBI	Design POS, plan deployment	Deploy in high-potential outlets, track compliance	Improve visibility and sales by 10%
Prioritize top RTM locations	NAIROBI	Identify top 50, set visit frequency	Conduct weekly audits, address gaps	Maintain 95%+ availability and compliance
Optimize RTM route planning	NAIROBI	Analyze data, design new routes	Implement new routes, train team	Monitor productivity, adjust as needed
Expand RTM to untapped locations	NAIROBI	Identify 20 locations, develop entry plan	Establish presence, set sales targets	Review performance, adapt strategy

## Cross-Territory Synergies

- National Key Account (NKA) Partnerships**
  - Develop national-level partnerships with key modern trade accounts and wholesalers
  - Negotiate preferred supplier status, joint growth plans, and exclusive promotions
  - Leverage NKA relationships to drive distribution and visibility across territories
- Integrated Brand Campaign**
  - Create a unified, national-level brand campaign for USHINDI bar soap
  - Adapt and localize the campaign for each territory based on market nuances
  - Ensure consistent brand messaging and visual identity across all touchpoints
- Cross-Territory Best Practice Sharing**
  - Establish a monthly best practice sharing forum for territory sales managers
  - Identify and replicate successful initiatives across territories
  - Foster a culture of collaboration, innovation, and healthy competition
- National Trade Promotion Calendar**
  - Develop an annual national trade promotion calendar aligned with key seasons and events

- Customize promotions for each territory based on local preferences and RTM data
- Monitor and optimize promotion effectiveness using standardized metrics and tools

#### 5. **Centralized RTM Capability Building**

- Create a central RTM capability building program for field sales teams
  - Focus on data-driven selling, route optimization, and customer engagement skills
  - Deploy the program across all territories, with ongoing coaching and support
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