

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
RIFT VALLEY	56.68	3.61%	23.80%	0.73	0.26	32.50%	Low share, high competition, supply-demand mismatch

The RIFT VALLEY territory shows significant untapped potential for USHINDI bar soap, with a high White Space Score of 56.68. However, the brand faces challenges including low client share (3.61%), high competitor strength (23.80%), and a supply-demand mismatch (ERP/Nielsen ratio of 0.73). Positive momentum is indicated by the Z-Score of 0.26.

RIFT VALLEY

SKU Cluster: Blue A (Positive Momentum)
White Space Score: 56.68 (High untapped potential)
Client Share: 3.61% → Low market penetration
Competitor Strength: High (23.80%)
ERP/Nielsen Ratio: 0.73 → Undersupply relative to demand
Z-Score: 0.26 → Early signs of growth momentum
TA Fit: 32.50%

Insights

USHINDI bar soap has substantial room for growth in the RIFT VALLEY territory, as evidenced by the high White Space Score of 56.68. However, the brand's low client share of 3.61% and high competitor strength at 23.80% indicate significant barriers to capturing this potential. The ERP/Nielsen ratio of 0.73 suggests an undersupply issue that may be limiting retail availability and stunting growth.

Strategic Action

- Aggressively expand distribution coverage and depth to improve retail availability
- Implement targeted micro-promotions and visibility campaigns to drive trial and conversion

GT Actionables (Sales Team)

1. **Expand distribution in top AWS locations**

Target top 20 locations by AWS score (Lodwar 1.0, Nakuru 1.0, Narok 0.38) for intensive distribution drives. Aim to grow weighted distribution by 25% in Q3 through new outlet onboarding and order size increases.

2. **Improve ERP-RTM alignment in undersupplied locations**

Analyze ERP/Nielsen ratio at location level and correct supply gaps. Key locations: Chewele (AWS 0.70 vs. ERP/Nielsen 0.73), Eldoret (AWS 0.69 vs. 0.73). Target 90%+ ERP-secondary alignment by end of Q3.

3. **Drive USHINDI visibility in high potential outlets**

Identify outlets with high category sales but low USHINDI share. Deploy POSM, shelf talkers, and special displays to grow share +10% in Q3. Focus on Kapenguria, Makutano, Kapsabet.

GT Actionables (Marketing Team)

1. **Launch targeted trial generation campaign**

Develop trial pack and introductory price promo for top 30 AWS locations. Bundle with high-affinity categories to drive trial. Aim for 10% increase in trial rate over 60 days.

2. **Amplify brand awareness in high AWS-low share areas**

Rollout geo-targeted digital campaign and retail activations in Lodwar (AWS 1.0, share 9.8%), Nakuru (AWS 1.0, share 22.2%) and Narok (AWS 0.38, share 8.4%). Target 20% aided awareness lift by year-end.

3. **Localize brand messaging to improve TA resonance**

Conduct qualitative research to uncover territory-specific product use cases and value perceptions. Develop localized communication assets to boost TA Fit score from 32.5% to 40%+ by Q4.

RTM Actionables (Field Ops/Management)

1. **Plug availability gaps in top AWS locations**

Deploy RTM sales blitz in Lodwar, Nakuru, Narok to address 10%+ availability gaps vs. key competitors. Ensure 95%+ SOT in top 100 outlets and implement daily fill-in system.

2. **Improve RTM-GT collaboration for demand planning**

Institutionalize monthly S&OP process with RTM partners to align territory-level forecasts, inventory norms, and promo plans. Aim to reduce forecast MAPE by 5 pp and eliminate stock-outs/returns.

3. **Upskill RTM field force for effective GT execution**

Conduct training workshops for RTM salesforce in RIFT VALLEY to drive perfect store SOP adherence. Emphasize USHINDI brand standards, POSM placement, and share of shelf norms. Target 90%+ compliance by Q4.

Implementation Matrix

Initiative	Territory	30 Days	60 Days	90 Days
Expand distribution in top AWS locations	RIFT VALLEY	Finalize outlet expansion plan, align inventory	+15% weighted distribution in top 20 AWS locations	+25% weighted distribution vs. baseline
Improve ERP-RTM alignment	RIFT VALLEY	Conduct ERP/Nielsen gap assessment at location level	Implement corrective supply plans in top 10 gap locations	90%+ ERP-secondary alignment across territory
Drive USHINDI visibility in high potential	RIFT VALLEY	Identify high category/low share outlets, design POSM kit	Deploy POSM in 50 top outlets, measure compliance	+10% period-ending share in focus outlets
Launch targeted trial generation campaign	RIFT VALLEY	Finalize trial pack and promo mechanics	Execute promo in top 30 AWS locations, track trial metrics	+10% trial rate vs. pre-promo baseline
Amplify awareness in high AWS-low share areas	RIFT VALLEY	Develop geo-targeted creative and media plan	Launch digital burst and retail activations	+20% aided awareness in focus geographies
Localize brand messaging to improve TA Fit	RIFT VALLEY	Complete qualitative research and insight development	Develop and test localized communication assets	Improve TA Fit score from 32.5% to 40%+
Plug availability gaps in top AWS locations	RIFT VALLEY	Define perfect store SOPs and roll-out plan	Deploy RTM sales blitz, track competitor SOT metrics	95%+ SOT in top 100 outlets, implement daily fill-in
Improve RTM-GT collaboration for planning	RIFT VALLEY	Align on S&OP process and norms, set up data flows	Conduct first S&OP cycle, refine metrics and tools	Reduce forecast MAPE by 5 pp, 100% promo plan compliance
Upskill RTM field force for GT execution	RIFT VALLEY	Assess current capabilities, develop training modules	Complete training workshops in 50% of territory	90%+ GT execution compliance across territory

Cross-Territory Synergies

- Develop national perfect store program:** Codify outlet-level best practices from RIFT VALLEY and institutionalize across all territories. Drive consistent brand execution and retail ROI measurement.
- Scale geo-targeted digital activations:** Leverage learnings from RIFT VALLEY awareness campaign to develop digital playbook for rapid share gain. Adapt and deploy in other territories based on AWS thresholds.
- Implement S&OP excellence program:** Establish RIFT VALLEY as center of excellence for demand planning and inventory management. Propagate tools and processes across all territories to improve forecast accuracy and stock positions.
- Productize RTM field force training:** Convert RIFT VALLEY training program into standard onboarding and upskilling modules for national RTM teams. Measure and incentivize field performance based on GT execution metrics.
- Cascade TA insights to brand positioning:** Synthesize local insights from RIFT VALLEY to identify brand positioning and messaging opportunities at national level. Evolve brand strategy to improve overall TA Fit scores.