

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
LAKE	54.97	2.04%	16.20%	0.47	-0.09	30.34%	Low client share, high competition, supply-demand gap

The LAKE territory shows significant untapped potential for USHINDI bar soap, with a high white space score of 54.97. However, the brand faces challenges including low market share (2.04%), strong competitors (16.20% strength), and a supply-demand mismatch (ERP/Nielsen ratio of 0.47). Momentum is also slightly negative (Z-score -0.09). Strategic interventions are needed to boost share, improve distribution, and drive targeted consumer activation.

LAKE

SKU Cluster: Blue B (Stagnant)
White Space Score: 54.97 (High untapped potential)
Client Share: 2.04% → Significantly under-penetrated
Competitor Strength: High (16.20%)
ERP/Nielsen Ratio: 0.47 → Undersupply relative to demand
Z-Score: -0.09 → Slightly negative momentum
TA Fit: 30.34%

Insights

USHINDI bar soap has a major growth opportunity in the LAKE territory, with a high white space score of 54.97 indicating significant untapped potential. However, the brand is struggling with a low market share of just 2.04%, facing intense competition (16.20% competitor strength). There is also a supply-demand mismatch, with an ERP/Nielsen ratio of 0.47 suggesting undersupply to retail outlets. Slight negative momentum (Z-score -0.09) compounds these challenges.

Strategic Action

- Aggressively expand distribution to improve availability and visibility
- Implement targeted micro-promotions to drive trial and boost momentum
- Optimize price positioning to be competitive yet profitable

GT Actionables (Sales Team)

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

Focus on improving weighted distribution in key locations like KISII (AWS 1.0), MIGORI (AWS 0.51), HOMA BAY (AWS 0.43), and RONGO (AWS 0.28). Set targets to grow weighted distribution by 20-30% in next 60 days.

2. **Improve shelf visibility in high potential outlets**

Conduct retail audits in locations with high RTM sales but low GT offtake, such as KEROKA (AWS 0.32), OYUGIS (AWS 0.16), and NYAMIRA (AWS 0.16). Ensure prominent shelf positioning and implement visibility enhancing POS materials. Aim for a 10% lift in sales rate.

3. **Drive aggressive wholesale stocking in undersupplied areas**

Push wholesale stocking and range selling in locations with high demand but low ERP servicing, such as VIHIGA (ERP/Nielsen 0.30), LITEIN (ERP/Nielsen 0.20), and SOTIK (ERP/Nielsen 0.18). Work with distributors to improve stock depth and frequency. Target a 25% increase in average stockholding.

GT Actionables (Marketing Team)

1. **Launch targeted micro-promotions in promising locations**

Implement sharp promotional offers in high AWS locations like BONDO (AWS 0.38), KENDU BAY (AWS 0.22), and LUANDA (AWS 0.12) to drive trial and boost sales velocity. Promotions could include discounts, bonus packs, or bundling. Aim for a 15-20% sales lift during promo period.

2. **Deploy influencer campaigns to build brand equity**

Identify and onboard local micro-influencers in key markets like KISII, MIGORI, and HOMA BAY to amplify brand messaging and drive positive word-of-mouth. Influencer content should showcase key product benefits and usage occasions. Target a 10% improvement in brand awareness and consideration scores.

3. **Optimize price-pack portfolio based on local preferences**

Review price-pack architecture and identify opportunities to introduce new SKUs or optimize pricing based on local affordability thresholds and competitor benchmarking. Key locations to assess include KISUMU (AWS 0.10), KERICHO (AWS 0.09), and AWENDO (AWS 0.10). Aim to improve value perception and grow volume share by 5-10%.

RTM Actionables (Field Ops/Management)

1. **Conduct retail census to identify high potential outlets**

Deploy field teams to map and census all retail outlets in top AWS locations, starting with KISII, MIGORI, HOMA BAY, RONGO, and KEROKA. Identify high throughput stores for priority GT activation. Update retail database and aim to acquire 200-300 new outlets in the next 30 days.

2. **Improve in-store execution and merchandising compliance**

Launch a retail excellence program to improve in-store execution standards across key RTM locations. Focus on planogram compliance, share of shelf, and POS visibility. Deploy mystery shopper audits to track improvement. Target a 20% increase in compliance scores within 60 days.

3. **Expand RTM coverage to leverage micro-market potential**

Identify high potential sub-locations with strong AWS but limited RTM presence, such as NYAMARAMBA (AWS 0.0009), KENYENYA (AWS 0.0010), and OPAPO (AWS 0.0008). Appoint new micro-distributors or motivate existing partners to expand coverage. Aim to double RTM reach in these micro-markets in the next 90 days.

Implementation Matrix

Initiative	Territory	30-Day Metrics	60-Day Metrics	90-Day Metrics
Expand distribution in top RTM locations	LAKE	+10% weighted distribution in key locations	+20-30% weighted distribution lift	+5% volume share gain
Improve shelf visibility in high potential outlets	LAKE	100 retail audits completed	+10% sales rate lift	+5% volume share gain
Drive aggressive wholesale stocking in undersupplied areas	LAKE	+15% distributor stock depth	+25% average stockholding increase	+5% ERP/Nielsen ratio improvement
Launch targeted micro-promotions in promising locations	LAKE	3-5 micro-promotions launched	+15-20% sales lift during promos	+2-3% volume share gain
Deploy influencer campaigns to build brand equity	LAKE	5-10 micro-influencers onboarded	+10% brand awareness lift	+5% brand consideration lift
Optimize price-pack portfolio based on local preferences	LAKE	Price-pack architecture review completed	1-2 new SKUs launched	+5-10% volume share gain
Conduct retail census to identify high potential outlets	LAKE	Census completed in 5 key locations	200-300 new high potential outlets acquired	+5% RTM reach
Improve in-store execution and merchandising compliance	LAKE	Retail excellence program launched	+20% compliance score improvement	+5% volume share gain
Expand RTM coverage to leverage micro-market potential	LAKE	3-5 high AWS micro-markets identified for expansion	+50% RTM reach in micro-markets	+100% RTM reach in micro-markets

Cross-Territory Synergies

1. Implement a territory-wide 'Model Mum' influencer campaign, leveraging synergies in creative development and media buying across locations. Identify and onboard 20-30 influential local mums to drive trial, build brand trust and encourage positive word-of-mouth.
2. Launch a Lake region retail excellence challenge to drive best-in-class in-store execution and merchandising compliance. Create friendly competition among field teams and reward top performers. Aim for a 30% improvement in average compliance scores across the territory.
3. Develop a harmonized Lake region price-pack portfolio based on a robust understanding of local consumer preferences and affordability thresholds. Identify opportunities to standardize hero SKUs across markets to drive economies of scale.
4. Create a centralized RTM expansion task force to identify and prioritize high potential micro-markets across the Lake region. Develop a playbook for rapid coverage expansion and deploy dedicated teams to drive execution. Aim to expand RTM reach by 50-100% in priority micro-locations.
5. Implement a Lake-wide 'Ushindi Mtaani' activation campaign to drive brand awareness, trial and penetration. Execute high-impact activations in crowded locations like markets, matatu stages and residential areas. Leverage scale to optimize costs and deliver a consistent brand experience across the region.