

Edible Oil Brand Success Case Study

40% Growth Achievement in 18 Months

Client Background

A premium edible oil brand approached Glomin Overseas for distribution expansion in North East India markets.

Challenge: Limited market presence and brand awareness.

Our Strategy

- â€¢ Market Analysis & Entry Strategy
- â€¢ Multi-channel Distribution Setup
- â€¢ Brand Positioning & Promotion
- â€¢ Retailer Training & Support
- â€¢ Performance Monitoring

Results Achieved

- â€¢ 40% Sales Growth in 18 Months
- â€¢ 200+ New Retail Outlets
- â€¢ 35% Market Share Increase
- â€¢ 25% Brand Awareness Growth
- â€¢ ROI: 300% in First Year

Key Success Factors

- â€¢ Strategic Market Entry
- â€¢ Strong Distribution Network
- â€¢ Brand Building Support
- â€¢ Continuous Performance Tracking