

Spices Distribution Case Study

Strategic Partnership Market Expansion

Partnership Overview

A leading spices brand partnered with Glomin Overseas to expand market reach across North East India.

Objective: Increase distribution coverage by 150%.

Implementation Strategy

- â€¢ Regional Market Assessment
- â€¢ Distribution Network Expansion
- â€¢ Retailer Onboarding Program
- â€¢ Quality Assurance Systems
- â€¢ Supply Chain Optimization

Achievements

- â€¢ 150% Distribution Coverage Increase
- â€¢ 300+ New Retail Partners
- â€¢ 50% Sales Volume Growth
- â€¢ 95% On-time Delivery Rate
- â€¢ 4.8/5 Customer Satisfaction

Business Impact

- â€¢ Market Leadership Position
- â€¢ Strong Brand Presence
- â€¢ Sustainable Growth Model
- â€¢ Long-term Partnership