

# Modern Trade Expansion Case Study

Organized Retail Success Story

## Challenge

A FMCG brand needed to enter organized retail channels in North East India with strategic planning and execution.

Goal: Establish presence in 50+ modern trade outlets.

## Strategic Approach

- â€ Retail Chain Analysis & Selection

- â€ Category Management Strategy

- â€ Shelf Placement Optimization

- â€ Promotional Campaign Design

- â€ Performance Tracking Systems

## Results

- â€ 75+ Modern Trade Outlets

- â€ 60% Sales Growth in 12 Months

- â€ Top 3 Category Position

- â€ 40% Market Share in Segment

- â€ 90% Retailer Satisfaction

## Success Metrics

- â€ Revenue Growth: 60%

- â€ Market Penetration: 40%

- â€ Brand Recognition: 85%

- â€ Customer Loyalty: 4.5/5