






## 4.1 Distribution

### MHS - Must Have SKU Prioritas (Modern Trade)

CHANNEL	SPECIALIZED NUTRITION	PREPARED BEVERAGES	RTD	TOTAL MHS
Hyper	22 MHS	17 MHS	21 MHS	60 MHS
SPM Large	17 MHS	17 MHS	21 MHS	55 MHS
SPM Small	17 MHS	16 MHS	18 MHS	51 MHS
MM Large	21 MHS	13 MHS	15 MHS	49 MHS
MM Small	14 MHS	12 MHS	10 MHS	36 MHS
MM CVS	0 MHS	7 MHS	9 MHS	16 MHS
WHS Modern	16 MHS	17 MHS	20 MHS	53 MHS

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				22 MHS	17 MHS	17 MHS	21 MHS	14 MHS	0 MHS	16 MHS
 SPECIALIZED NUTRITION	IFT Preglac	FF MAMA 200g	200 gr	★	★	★	★			
	IFT Starter	FF Baby Tahap I	200 gr				★			
		FF Baby Tahap I	400 gr	★	★	★	★	★		★
		FF Baby Tahap I	800 gr	★	★	★	★	★		★
	IFT Follow On	FF Baby Tahap 2	200 gr				★			
		FF Baby Tahap 2	400 gr	★	★	★	★	★		★
		FF Baby Tahap 2	800 gr	★	★	★	★	★		★
	GUM Jr	FF GUM I23 Vanilla	400 gr	★	★	★	★	★		★
		FF GUM I23 Vanilla	800 gr	★	★	★	★	★		★
		FF GUM I23 Vanilla	1200 gr	★						
		FF GUM I23 Honey 200	200 gr				★			
		FF GUM I23 Honey 400	400 gr	★	★	★	★	★		★
		FF GUM I23 Honey 800	800 gr	★	★	★	★	★		★
		FF GUM I23 Honey 1200	1200 gr	★						
		FF GUM I23 Choco 400	400 gr	★	★	★	★			★
		FF GUM I23 Choco 800	800 gr	★	★	★	★	★		★
	GUM Sr	FF GUM 456 Vanilla 400	400 gr	★	★	★	★	★		★
		FF GUM 456 Vanilla 800	800 gr	★	★	★	★	★		★
		FF GUM 456 Vanilla 1200	1200 gr	★						
		FF GUM 456 Honey 200	200 gr				★			
		FF GUM 456 Honey 400	400 gr	★	★	★	★	★		★
		FF GUM 456 Honey 800	800 gr	★	★	★	★	★		★
		FF GUM 456 Honey 1200	1200 gr	★						
		FF GUM 456 Choco 400	400 gr	★	★	★	★			★
		FF GUM 456 Choco 800	800 gr	★	★	★	★	★		★
		FF GUM 456 Choco 1200	1200 gr	★						

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				17 MHS	17 MHS	16 MHS	13 MHS	12 MHS	7 MHS	17 MHS
 PREPARED BEVERAGES	Powder	FF Mainstream Full Cream 200	200 gr							
		FF Mainstream Full Cream 400	400 gr	★	★	★	★			★
		FF Mainstream Full Cream 800	800 gr	★	★	★				★
		FF Mainstream Instant 200	200 gr							
		FF Mainstream Instant 400	400 gr	★	★	★				★
		FF Mainstream Instant 800	800 gr	★	★	★				★
		FF Mainstream Honey 400	400 gr	★	★	★	★	★	★	★
		FF Mainstream Honey 800	800 gr	★	★	★				★
		FF Mainstream Chococo 200	200 gr							
		FF Mainstream Chococo 400	400 gr	★	★	★	★	★	★	★
		FF Mainstream Chococo 800	800 gr	★	★	★	★	★	★	★
		FF Mainstream Energo 400	400 gr							
		FF Mainstream Energo 800	800 gr							
	SCM	SCM CAN GOLD	385 gr	★	★	★	★	★	★	★
		BKM Can Plain	385 gr	★	★	★	★	★	★	★
		SCM Can Choco	385 gr	★	★	★	★	★	★	★
		Omela Can	385 gr	★	★	★	★	★		★
		SCM Sachet Gold	40 gr	★	★	★	★	★	★	★
		BKM Sachet	40 gr	★	★	★	★	★		★
		SCM Sachet Choco	40 gr	★	★	★	★	★	★	★
		SCM Pouch Gold	220 gr	★	★	★	★	★	★	★
		SCM Pouch Choco	220 gr	★	★	★	★	★	★	★

Kategori	Sub Kategori	SKU	Ukuran	Hyper	SPM Large	SPM Small	MM Large	MM Small	MM CVS	WHS Modern
				2l MHS	2l MHS	18 MHS	15 MHS	10 MHS	9 MHS	20 MHS
 READY TO DRINK	Powder	Bottle FF Choco 190 ml	190 ml		★	★	★	★	★	
		Bottle FF Choco 190 ml MP	190 ml	★						★
		Bottle FF Straw 190 ml	190 ml		★	★	★	★	★	
		Bottle FF Straw 190 ml MP	190 ml	★						★
		Bottle FF Cho 800 ml	800 ml	★	★					
		Bottle FF Plain 800 ml	800 ml	★	★					
		CP FF Cho 115 ml Reg	115 ml			★	★	★	★	
		CP FF Cho 115 ml Reg MP	115 ml	★	★					★
		CP FF Cho 115 ml Kid	115 ml		★	★	★			
		CP FF Cho 115 ml Kid MP	115 ml	★						★
		CP FF Straw 115 ml Reg	115 ml			★	★	★	★	
		CP FF Straw 115 ml Reg MP	115 ml	★	★					★
		CP FF Straw 115 ml Kid	115 ml		★	★	★			
		CP FF Straw 115 ml Kid MP	115 ml	★						★
		CP FF Cho 190 ml Reg	190 ml		★	★	★	★	★	
		CP FF Cho 190 ml Reg MP	190 ml	★						★
		CP FF Cho 190 ml School	190 ml							
		CP FF Cho 190 ml School MP	190 ml							
		CP FF Straw 190 ml Reg	190 ml		★	★	★	★		
		CP FF Straw 190 ml Reg MP	190 ml	★						★
		CP FF Straw 190 ml School	190 ml							
		CP FF Straw 190 ml School MP	190 ml							
		CP FF Cho 250 ml Reg	250 ml	★	★	★	★		★	★
		CP FF Cho 250 ml LF	250 ml	★	★	★			★	
		CP FF Straw 250 ml Reg	250 ml	★	★	★	★			★
		CP FF Straw 250 ml LF	250 ml	★	★	★				
		CP FF Plain 250 ml Reg	250 ml	★		★	★		★	★
		CP FF Plain 250 ml LF	250 ml	★	★					
		CP FF Cho 1000 ml Fam	1000 ml	★	★	★	★	★	★	★
		CP FF FC 1000 ml	1000 ml	★	★	★	★	★		★
		CP FF Plain 1000 ml LF	1000 ml	★	★					
	LAD	Pillow Yes! Milky Cho 90 ml	90 ml							
		Pillow Yes! Milky Straw 90 ml	90 ml							
		Yes Mut -mut Choco 18 gr	18 gr							★
		Yes Mut -mut Strawberry 18 gr	18 gr							★
		Yes Mut -mut Vanilla 18 gr	18 gr							★
		Pillow Yes! Straw 80 ml	80 ml			★				★
		Pillow Yes! Grape 80 ml	80 ml			★				★
		Pillow Yes! Tutti Fruity 80 ml	80 ml							
		Yes! Bottle Apel 90 ml	90 ml							
		Yes! Bottle Tutti Fruity 90ml	90 ml							
		Yes! Bottle Grape 90 ml	90 ml	★	★	★	★	★		★
		Yes! Bottle Orange 90 ml	90 ml							
		Yes! Bottle Straw 90 ml	90 ml	★	★	★	★	★		★