CHANNEL :

RETAIL

Penjualan barang dan jasa, komoditas kepada konsumen langsung

HYPERMARKET	SUPERMARKET
MINIMARKET	GROCERY
MEDICAL	OUT OF HOME

NON RETAIL

Penjualan komoditas kepada retailers

WHS MODERN

WHS TRADITIONAL

RETAIL

NON RETAIL

| HYPERMARKET | SUPERMARKET | MINIMARKET | GROCERY | MEDICAL | OUT OF HOME | WHOLESALE |

HYPERMARKET
- HYPER

SUPERMARKET
- SPM LARGE
- SPM SMALL

MINIMARKET
- MM LARGE
- MM SMALL
- MM CONV

GROCERY
- GROC LARGE
- GROC SMALL
- BABY SHOP
- MILK SHOP

MEDICAL

HCP
- Dokter
- Bidan
- Klinik Bersalin
- Nutrition RS
- Trade RS
- Puskesmas
- Dinas Kesehatan

DRUG & PHARMACY
- Apotik Modern
- Toko Obat
- Apotik Reguler

OUT OF HOME

FOOD SERVICE
- Hawker
- Kantin
- Restaurant
- Hotel
- Cafe
- Catering
- Bakery - Pastry

INSTITUTION
- Industry
- Catering
- Food Supplier

WHOLESALE

WHS MODERN

WHS TRADITIONAL
- WHS Traditional Large
- WHS Traditional Small