3.2 Channel Clustering

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

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RETAIL

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

NON RETAIL

WHOLESALE

- WHS MODERN
- WHS TRADITIONAL
  - WHS Traditional Large
  - WHS Traditional Small

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