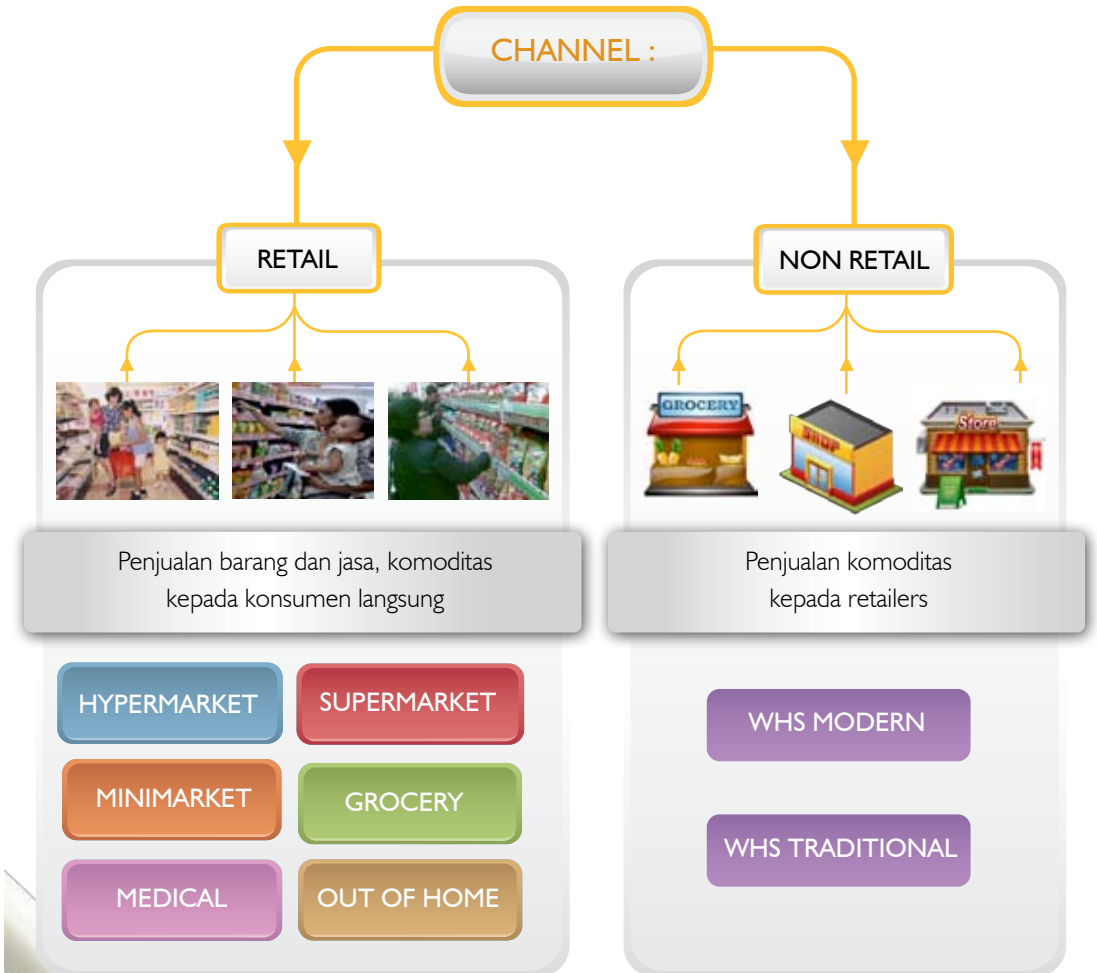


## ▶▶ 3.2 Channel Clustering



## 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