



Disrupting Retail and Consumer Goods with Location Intelligence



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Introduction

The global retail and consumer goods industry is witnessing massive transformation. Companies are breaking conventional ideas and implementing innovative strategies in producing, selling and distributing goods.

This e-book intends to discuss the changing dynamics of the industry and the trends that are shaping the future of consumer enterprises.

Living in the age of Uber and on-demand culture, where ride-sharing, delivery tracking and interactive gaming are trending, consumers are finding immense value in using maps and location-intelligence to drive business.

Most importantly, the user experience has been greatly impacted with mapping technology. Your customers expect seamlessness, which means finding directions easily, tracking deliveries on the go and spotting locations using their smartphones.

And it's up to you to give them this desirable user experience.

For brands looking at staying competitive in the long run, the time is apt to provide your consumers the ultimate convenience of location services. In this ebook, we explore various imperatives for consumer businesses, their pain points and how innovative location-focused solutions can disrupt business.

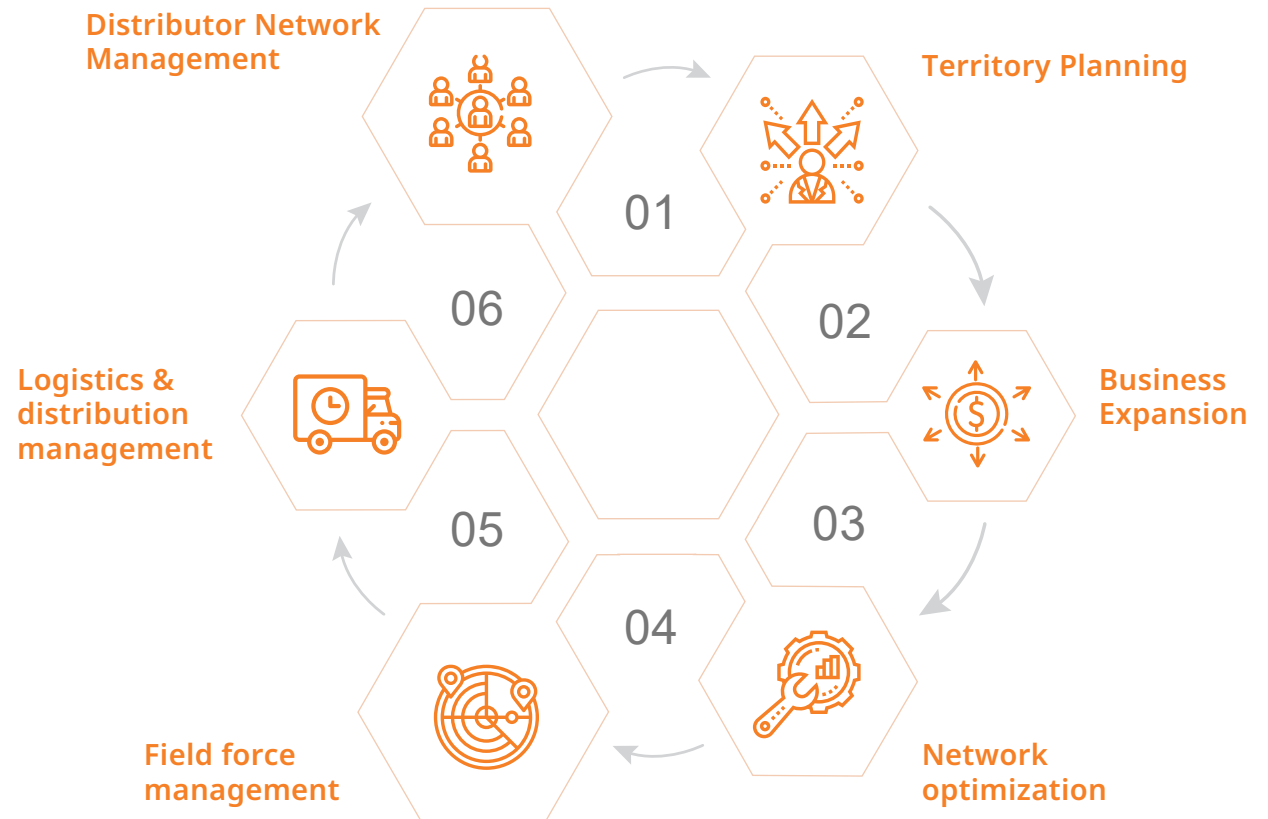


Location is at the Heart of Consumer Operations

Among a myriad of challenges, the most noteworthy difficulties could be an improper location for retailing and a failure to analyse the demographic and economic factors that affect the suitability of a location. Retailers often overlook the prime factors that are capable of launching the business in the most profitable direction. Another pressing issue is optimizing the productivity of field sales force by effectively onboarding various channel partners / customers and ensuring availability of inventory at all dealers /distributors and stores.

Location data helps in optimising your sales beats, automating fulfilment operations and reducing shipping cost for distributors. A single platform to increase sales productivity, provide sales optimization and reduce freight cost, from first to last-mile retail fulfilment.

Maps are a great way of communicating each step of their purchase journey to your customers. Be it a store locator on your website, a tracking app that enables consumers to know where their delivery is, or simply sending them a push notification with a coupon code when their physical location is in close proximity to your store - location has changed the way consumer businesses operate.



The Different Business Needs

MANUFACTURERS

Segments:

- Fast moving consumer goods
- Consumer durables
- Consumer packaged goods

Needs:

- Market prospecting
- Sales force management
- Dealer network management
- Distribution management
- Territory planning

DISTRIBUTORS

Segments:

- Dealers and stockists
- Wholesalers
- Cash & carry
- Carrying and Forwarding agents
- 3PL

Needs:

- Hub management
- Transport network planning
- Optimizing routing
- Improving coverage
- Territory planning

RETAILERS

Segments:

- Stores and outlets
- Grocery
- Hypermarkets and supermarkets

Needs:

- Store placement
- Geo-marketing
- Store portfolio management

Distributor Network Management

An effective distribution channel can be a source of strategic advantage for consumer goods companies.

Factors like changing aspirations of distributors, changing role of modern trade as a distributor, increasing complexity of business due to increasing categories and skills, increasing competition for shelf space, rise of private brands, and modern distribution “aggregators”, are impacting the traditional distribution model. It is also becoming increasingly difficult to replace existing distributors as the distributor community continues to shrink. This can greatly impact the brands’ ability to increase or even maintain their direct coverage or distribution.

So, given these changes in retail, consumer goods businesses need to harness technology for designing, constructing, and managing distribution channels on the ground.



Identify the best locations

Find the best locations for your distributor / franchise expansion based on parameters such as gender, income, competition presence, sales data, spend patterns, ease of access etc.



Discover new channel partners

Group your distribution network and segment it by various criteria. Find potential businesses that qualify as channel partners and expand search radius in terms of distance, pincodes, filters, keywords.



Instant sales forecast

Combine external data with your historical sales data and build a sales estimate to evaluate the potential of each area.



Prevent cannibalisation

Plot existing dealers on a map to identify overserved and underserved areas. Establish the exclusivity zones, estimate the new volume of business without interfering with the current establishments.

Territory Planning

Location analytics goes far beyond just "dots on a map." Without the right tools to interpret it, data can be overwhelming on a map. When analyzing your territory or launching new product line, it is a priority to get to the bottom of the customer metrics and draft the marketing and communication strategies.



Know your region

Know your hyperlocal landscape for segmented action by overlaying competitor data, order volumes, demographics, points of interest, landmarks, population, real estate prices and so on.



Analyze the market

Understand consumer behaviour patterns, demographics, purchase power, and other relevant data related to the people that live or pass by an area.



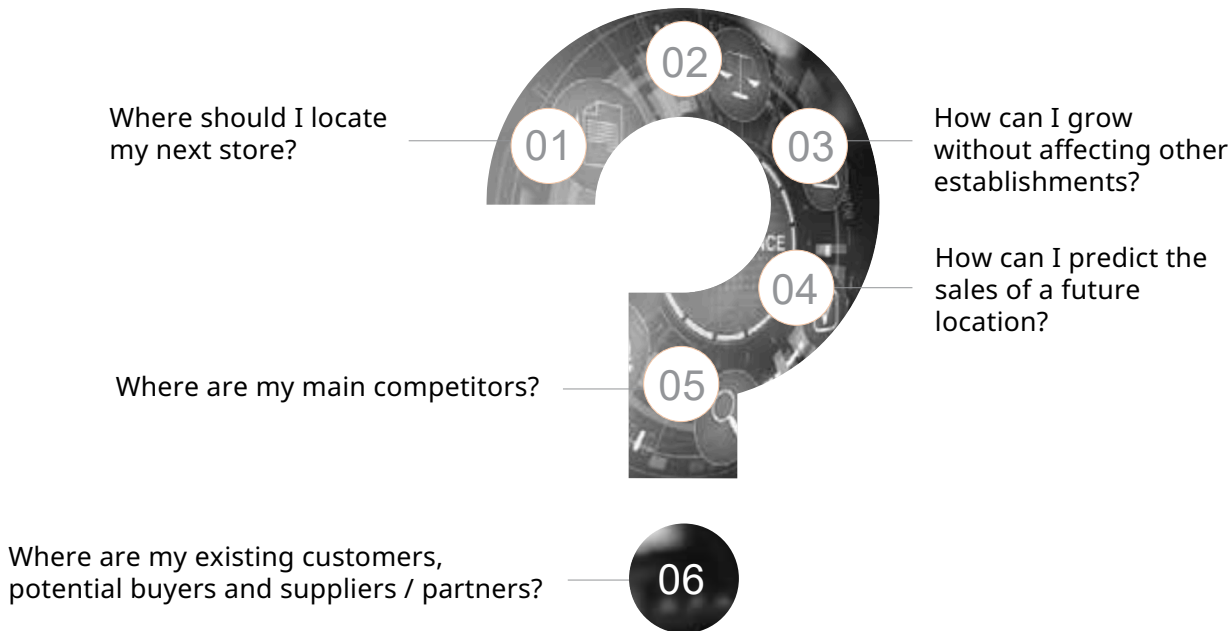
Launch new products

Combine your existing data with the socio-demographic profile of your potential clients and detect their interests to understand where you should launch a new product.

Business Expansion

For consumer businesses, expansion entails physical presence either by setting up new stores in existing area or expanding to newer geographies. Location data is key to successful expansion of any consumer focussed business.

Technology can play a vital role in answering these questions:



With location intelligence, consumer businesses can fuel their business expansion by

Uncovering customer behavior

Identify the consumer patterns, average order quantities by region or even where your clients are coming from.

Determining best store locations

Forecast profitable sites based on competitive presence, potential customer demographics, access to supply chains, with data like footfalls, economic potential, average buy value or predominant interests.

Improving same store sales

Avoid cannibalization between your stores by estimating how many new customers a new store will generate without interfering with existing stores, before opening.

Network Optimization

(Store Portfolio)

Concerning the store portfolio management, one needs to know store performance in the network. Each store is different and has unique opportunities and threats that accompany it. A store in an area with high pedestrian traffic and less competition cannot be compared to a store in low traffic high competition area.

Technology will play an increasingly important role in boosting your retail network and respond quickly to market opportunities and threats with data-driven decisions. Here's how:



Optimize coverage

Determining serviceable areas with identification of black areas, dynamic trade zone creations based on time/day/season/offers. Manage operations by clustering customer locations, suggesting hub / dealer, calculating field strength and so on.



Decongestion

Recommend the new placement of outlets / stores in the city along with the optimal allocation of personnel to service customers more efficiently including the range of pincodes to be served from each of the offices.



Promotions

Maximize business by running targeted schemes for low performing stores / regions with order to store mapping, order heat maps, customer density. Identify suggested areas for promotional campaigns based on economic class, new developments, area type, footfall, nearby industries and more.

Field Force Management

Field sales management is a critical strategic tool that aims to evenly spread the workload for sales teams engaging their skills more competently to accomplish tasks. In this context, beat plan management is an important instrument created by field sales professionals to manage their field visits weekly, fortnightly or monthly. Acting as a route plan document, it enables the sales team to deal with multiple reservations they encounter while planning their sales cycle every month.

Quite often you would find consumer businesses spending significant business time trying to answer questions such as:



How often should they service a distributor?

Are they over-servicing high value distributor/stockist?

Is there a loss of opportunity, since a specific set of distributors remain underserved?

Is there a loss of opportunity, since a specific set of distributors remain underserved?

Are they studying customer behaviour patterns towards their products by spending enough time at each store?

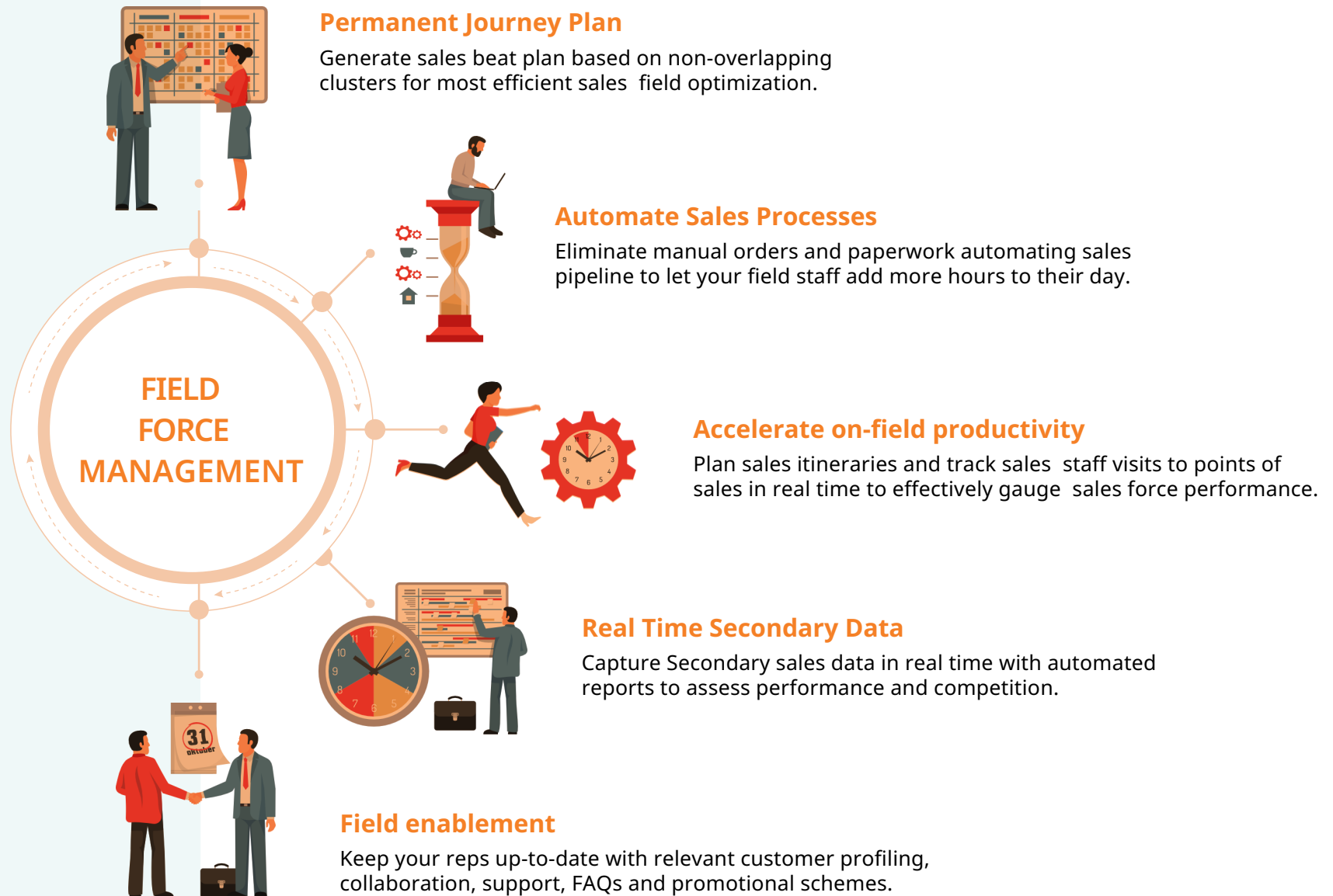
Is there a possibility of maximizing business output from each distributor, through effective merchandise display and retail schemes?

Are they judiciously able to apportion time and money between their distributors that aims to improve their efficiency levels and business volumes?

Are field reps actually visiting their targets and making the best use of their time?

Are they wasting precious time on paperwork and admin tasks?

Logistical analysis and customer insights will certainly reflect that a effective field route plan will significantly reduce travel time and operational costs while improving the quality of meetings with important customers.



Logistics & Distribution Management

Most consumer goods companies look at distribution and logistics as a key lever to improve operations. Most of them have successfully implemented GPS vehicle tracking systems to optimize their routes and deliveries. Hub management has taken a new dimension for traditional retail ever since they incorporated the celebrated features of e-commerce. All the big retailers have upgraded their SLA tracking, capacity and delivery planning, including partial deliveries.

Consumer packaged goods (CPG) industry, with millions of units moving everyday, requires complete end-to-end visibility along with advanced delivery route planning. Shipping goods from manufacturing plants to warehouses and distribution centers with adequate tracking has been common grievance for a multitude of logistics managers across the globe.

With location enabled technology, the entire transport cycle from first to last mile is optimized through real-time vehicle tracking and regular status alerts.



Advanced capacity and volume optimization for each vehicle



Highly predictive ETA calculation with real-time change consideration



Track fleet movements on single dashboard



Visual real-time route planning and re-routing



Tracking driver behaviour, vehicle speed and fuel efficiency on the go



Geo-coding and geo-fencing, for hub in and hub out transparency

Conclusion

Location Intelligence, an emerging simple yet powerful business tool, helps the consumer goods sector to stand afloat in areas such as routing and logistics, salesforce and territory management.

In the territory management, the integration of location intelligence helps in identifying the optimal coverage per product and the gap in the market (to introduce new product). The technology also helps in spotting the right areas to carry out the marketing and communication campaigns.

In logistics, location Intelligence helps in transporting goods in an optimal manner by shortening routes, reducing vehicles and clustering locations. It further enables businesses to choose a location central to both the supplier and the retailers. Based on the demand, the executives can then allocate resources in each area as per the needs.

Mobile workforce can massively benefit from location Intelligence. It updates the team with the latest information about the POS and the product performance. Also, the technology tells the salesforce on which area to focus on.

Location Intelligence is widely used by store operations to evaluate a list of locations and choose the most suitable one.

Thus, in reference to the retail and consumer goods sector, location intelligence would definitely be a striking game changer to the industry, allowing the businesses to gain an in-depth knowledge of the external factors and their influence on the stores' and businesses' overall performances. The technology thus opens the way for businesses to optimise business strategies and maximise profits in a powerful yet pragmatic way.

About Us

Dista is a location intelligence platform that offers cutting edge cloud-based field service management, workforce management, shared mobility (ride-hailing), first and last mile delivery management to quick-start your business, optimize each service interaction, and delight your customers.

Derived from the Sanskrit word 'Disht' for positioning or goal, the Dista location intelligence platform is used by more than 20000 users globally to supercharge their intelligent operations. Powered by Google Maps and Google Cloud, Dista provides features like locators, grid definition & management, cockpit & dashboards, scheduling algorithms, route optimizer, asset tracking, and others to increase operational efficiency of businesses.

Headquartered in Princeton, NJ and presence in San Jose, London, Singapore, Mexico City, Gurgaon and Pune, Dista is poised to help intelligent enterprises build innovative solutions to stay ahead in the disruption cycle with the strength of our smart technology accelerators, our strong business domain experience, and a deep pool of technical talent with experience in the Google Cloud Platform.



contact@dista.ai



www.dista.ai

