

Market Access: Consumer

Overview

We take ownership of product inventory and revenue collection to provide our clients with unparalleled access to their end consumers through an integrated logistics and sales service - leveraging our in-market networks and in-country infrastructure.

Using analytical insights, we create an optimal omnichannel strategy to drive sales volume, value and velocity.

As strategic partners to our multinational principals and clients, we identify and develop new market segments for consumer products - targeting non-buying customers in currently targeted markets and new customers in new markets.

Our experience helps global clients mitigate and manage the effects of global competition, rapid price fluctuations, short product life cycles, expanded specialisation, near/far and off-shoring, and talent scarcity.

Our unique market knowledge and proven processes, methodologies and tools help manage the ever increasing complexity, risk and speed of modern day supply chains.

Our proven solutions rapidly deliver results with the agility to quickly manage future change for continuous flexibility, value and success.

FACTS AND FIGURES





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Operate to the highest quality and compliance standards



Well tested and co-ordinated strategies for managing governance and corporate compliance



Mobile applications in place for both smartphone and tablet reporting

We have a well-trained and equipped sales force and we are well represented throughout our countries of operation, including all rural areas

Our cash van solutions ensure that products are sold and distributed far and wide into the informal markets

Highly experienced in navigating international political, legal or system risk and numerous trade barriers in day-to-day business operations

Owned fleet of vehicles operates over 190 trucks and 290 cash vans

In excess of 25 million cases picked in the last year



Over 730 towns and 160 districts covered

Distribution agreements with over 130 principals

Reach more than 38 000 points of sale

Our data-driven sales enablement is customisable to fit principal requirements

