





**MARKETING**

**Estimate Market Gap**

1. Estimate the projected increase in market size to derive the gap
2. Analyze the past trends to increase market share

**Manage Brand**

1. Measure the brand strength region wise and devise focused campaign and sales promotion
2. Analyze trend to strengthen brand

**Campaign and Promotions**

1. Plan and monitor campaigns region wise based on the brand strength and positioning strategy
2. Analyze the response of the campaigns and promotions regularly to opt out of the ineffective campaigns.
3. Plan sales promotions territory wise brand wise based on the brand strength
4. Plan region wise brand wise discounts and offers
5. Design special campaigns and promotions for an event.
6. Simple easy to use view for sales force to plan promotional activities

**Territory management**

Capture the profile of the territory, the key market drivers, competitive activities etc.

**SALES & DISTRIBUTION**

**Plan and monitor Sales**

1. Analyze historical sales and market size to make an effective sales plan & strategy.
2. Create sales plan distributor or dealer wise.
3. Match your consumer needs by planning segment wise brand wise.
4. Up to date sales of all the brands (to lowest SKU)

**Manage Activities**

1. Create objective oriented journey plan for more effective visits and to optimize on cost
2. Links expense statements to tour/ activity plan as a part of control system
3. Plan, Monitor and Review the activities of sales force regularly

**Streamline Distribution**

1. Create best scenario distribution plan
2. Synchronize distribution plan to sales plan.
3. Create dispatch plan for various product mix
4. Monitor warehouse wise stock levels to prevent "out of stock" situation

**Manage Collections**

1. Asses credit risk.
2. Monitoring brand wise distributor wise outstanding to improve cash flow.

**Manage network**

1. Categorize distributors/ dealers on their profit contribution
2. Control the credit limit to ensure timely collections
3. Tabulate trade investment to increase penetration
4. Monitor Day to day sales distributor or dealer wise brand wise
5. Monitor daily sales receipts and stocks warehouse wise to lowest level of SKU.

**Manage Competition**

1. Competitor sales, stock and activities
  2. Changes in market behavior
- Keep track of competitions trends and investments.

**OPERATIONS**

The operation module helps to track and monitor day to day operational matters to increase the processes effectiveness and improve ROI. This brings in process visibility by helping you to identify the **Key Process Metrics or Key Performance Indicators** and monitor them regularly.

1. Monitor Key Performance Indicators to increase performance and efficiency levels.
2. Activity based costing to optimize cost on activities within sales process.
3. Compare the costs & expenses on various heads to plan.