

# FINAL APPROVED

## SALESOUT LAUNCHES 'DISTRIBUTION GAPS ANALYSER' TO THE FMCG INDUSTRY WHICH HIGHLIGHTS SALES OPPORTUNITIES IN THE CONVENIENCE-STORE MARKET

**-Faced with dwindling returns from the multiples, who are increasingly promoting their own brands, FMCG manufacturers must diversify their efforts into the independent and catering markets if they are to survive the recession-**

**10 March, 2009:** SalesOut, the provider of actionable insights to the FMCG industry, today announces the launch of 'Distribution Gaps Analyser' to help FMCG manufacturers identify sales opportunities in the independent retailer and catering outlets marketplaces.

Faced with dwindling returns from the multiples, who are increasingly promoting their own brands at the expense of branded FMCG suppliers now a 50% / 50% split at best, FMCG manufacturers must diversify their efforts into the independent and catering markets if they are to survive the recession.

And in a recession, consumers typically trend towards local stores to get better value for money and to support the local economy. Take-away establishments have also seen a rise in popularity as a cheaper alternative to eating out. This means that the independent and catering markets present a real opportunity for brands to not only survive the recession but to thrive by filling existing gaps in the distribution of their products, based on real sales insights.

The Distribution Gaps Analyser automatically identifies and critically, quantifies, the potential sales uplift from any retailer or outlet for any given product. In turn this enables a quick and informed decision to be made on the cost of sale versus return on investment to target the sales activity for maximum return. Populated by data from wholesalers, for over 25,000 retail and catering outlets serviced by Booker, Nisa and Musgrave Retail Partnership, distribution Gaps Analyser is a personal online source of insights into volume distribution, sales performance and SKU performance, which are clearly presented in a format that highlights distribution gaps at the click of a button.

A range of filters enables suppliers to focus on a TV region, a Group of independents or an individual store, and a range of reporting tools are available, all of which turn these insights into actionable insights.

# FINAL APPROVED

Marcus Vallance, CEO of SalesOut, says, “For the FMCG brand, Distribution Gaps Analyser shines a light on the ‘black box’ of wholesale data that has never before been captured, analysed or presented. Up until now, a brand has only known how much of its product has been shipped to a wholesaler. Now, brands can see at the click of a button where the distribution gaps in the independent and catering markets lie, and where the sales opportunities exist – based on sales of its own lines and those of its competitors.”

Vallance continues, “For the wholesaler, Distribution Gaps presents an opportunity to increase sales by making the convenience route to market a more profitable route, and encouraging greater supplier investment.”

Vallance concludes, “In the current economic climate, FMCG manufacturers have to broaden their horizons if they are to survive. They can no longer afford to send a salesforce to every store in the UK, especially with no idea of the opportunities that are available; neither can they afford to ignore the vast and increasingly popular independent and catering markets. Finally, the convenience marketplace has been opened up to wholesalers and FMCG manufacturers, and they have an opportunity to target and maximise this sector cost-efficiently and profitably.”

ENDS.

## **About SalesOut**

SalesOut sources data from wholesalers and catering outlets, and manages this data to provide insightful reports on sales and distribution to FMCG manufacturers. These reports are delivered through a web-based application, and can be tailored to suit the company’s reporting needs.

SalesOut enables FMCG manufacturers to achieve sales, trade marketing, and brand management objectives. It does this by providing actionable insights by volume, penetration, promotions, category level, store level and SKU, empowering FMCG manufacturers with the ability to fill gaps in their distribution, and to increase sales in stores where their products are and are not currently stocked.

SalesOut also quantifies the promotional return on investment, helping FMCG manufacturers to maximise the effectiveness of their promotional marketing spend.

If a brand requires assistance with turning these insights into actions, SalesOut offers tactical and strategic services including field sales, field marketing and telemarketing services, to help FMCG manufacturers plug the gaps in their distribution and to educate store managers in the products and new product development.

SalesOut works with some of the world's top household brands including Unilever, Coca-Cola, Cadbury, GlaxoSmithKline, Nestle, Walkers and Mars.

SalesOut also helps wholesalers, catering outlets and independent retailers to increase supplier investment. As such, SalesOut creates a common interest between wholesalers and FMCG manufacturers to diversify their energies into the independent and catering marketplaces.

# FINAL APPROVED

SalesOut has been providing unique services to the FMCG/CPG industries since 2002. It has offices in the United Kingdom, the United States, Europe and South Africa.

**For further information, contact:**

Clare Granville

*itpr*

t. +44 (0)1932 57 88 00

f. +44 (0)1932 57 88 01

[www.itpr.co.uk](http://www.itpr.co.uk)

[clareg@itpr.co.uk](mailto:clareg@itpr.co.uk)