

Benchmarking Channel Strategies in the FMCG Marketing Sector

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Abstract

The paper will be referred to as an analysis of the Channel strategies in the FMCG industry by Benchmarking, the objective of the analysis will be to present a comprehensive skill of the FMCG industry in India and specifically in Amravati metropolis. It involves consumer demographics and purchase patterns research and definite evaluation of distribution channels dynamics.

The observe addresses holistically the role of distribution channels in the FMCG region, which is complemented by the pleasures of research by the author. It offers the comparisons of the practices of the distribution control of the major FMCG agencies and investigates the enhancement and strategic transformation in the distribution mechanisms.

They also make suggestions on how they can address the issues observed and how to streamline distribution channels, and cut down costs without compromising the efficiency. the paper also explains the new changes in the distribution channels.

Face to face interviews have been administered to the retailers to gain insight into how the distribution processes work, what influences the quantity of the order, schedules and the selection of SKU. The record is resolved with the derivation of the insights on the model of distribution by Perfetti and its comparison to the model of distribution of the market chief.

KEYWORDS: Benchmarking, Stock Keeping Units, FMCG, Distribution Channels.

1. Introduction

The Distribution (or placement) is one of four variables of advertising and marketing. There is the distributor which is the one that mediates between the distributor and producer. Once a specific item is manufactured, it can be transported to the warehouse or it can be transported to the next stage of the delivery chain that may be either a distributor, a store, or a client.

the other aspects of the advertising mix that are being promoted are the product management and pricing. Chain can also be applied as the middlemen; one in the chain will accept the product and then the other

then the other etc until the last but not the least is the end-consumer who also will have what he/she wants to.

Distribution channels are found in some of the degrees. Kotler offered the most convenient one, the direct contact stage and the intermediaries are attractive and intermediates the stage of the channel but there is one intermediary instead of several. Response of replacing a distributor in the case of a patron good is a store and in case of a commercial good, it is a distributor. Due to the small size of the markets, only one- and zero-degree channels can be utilized in the entire market. A wholesaler- 2d degree, now is also applied in the giant markets, especially, in order to supply some of the minor, local stores.

Sensitivity to this appearance, which aids us to stipulate FMCG, is present of the nature that it is characterized by a short turnover, and relatively low price. The FMCG merchandise happens to be the one in a period of switching in 12 months. FMCG products contain monumental amount of customer products including toiletries, soap, cosmetics, tooth care products, shaving products and detergent among other non-durables, client electronics, and the packaged foods and confectioneries.

Such shifts in the Indian patron markets are not short-lived the complexity of customer marketplace revolution of the Eighties and nineties were worked out in associations with shifts in earnings-distribution, quickened product introduction (not alone in quality but also in volume), stiff opposition, faster media intrusion and advertising revolutionize upon (influencing life-style). this improved the states of customer awareness and consumption will. As the century started, the Indian consumer markets have reached the 2 nd stage of development stages with the short shifting patron goods (FMCG) segment being the 4 th largest segment of the economic system with the overall length of market amounting to over Rs 60,000 crore.

The arena size is 12.2 percent of Indian villages, hence, Indian rural FMCG market place is a market segment worth targeting. It is also quite likely that the FMCG industry will gain since the low is likely to be identical to the capita consumption of all goods in u since the likelihood that the demand will increase in the market is high. s . when translated into huge growth opportunities. A higher price of development may be guaranteed when the corporations may convince the consumer to buy the branded commodities and supply the modern commodities.

The rising rural returns will also elevate their buying strength and the strain on metropolitan lands may lower the city Centre in the long run along with the rise in the returns scale and the provision of new sorts will assist the areas to maintain the advantage. The finance has created a state of sixty six percent of the total consumption in FMCG in urban India, and 34 percent in rural India.

The beverages meet 40 per cent consumption indicators. The domestic / personal care category, pores and skin care, family care and feminine care category is the city new category, with the highest classes in the ingredients segment, processed meals, dairy and baked goods, having the shortest length of increase in both rural and concrete areas. The Indian FMCG is projected to increase by minimal annual growth rate of 12 percent to expand to 4,000 billion industry in the year 2020. This has been largely grounded in the enjoyment of carefully controlling and operating the channel of distribution by the internship enjoy which is an analysis of the distribution model employed in the FMCG phase in India and how the distribution

model has been implemented through the organization of the writer and the observation of the execution of the distribution model in the United States of America by other leading FMCG organizations.

The aim of the analysis is to conclude the main problems that may influence successful distribution and large distribution nowadays, at the same time pointing out the corresponding peculiarities of the effective distribution system. It is also aimed at observing the development and evolution of the channels of distribution, and shows how the methods in the channels of distribution are being transformed in due proportion with the ongoing rapidly convergent purchaser and marketplace.

Problem Formulation and Research Questions

That the distribution channel between the agency and its customers should be efficient and cannot be compromised, is one of the most significant things so that an organization can achieve success in its business. The decision of distribution channel should always be put to good use. The product should get to the client in a short duration and at an affordable price.

Hereafter, the very position is primarily based on an assessment of all observations using a business enterprise. Examination of the variables that interested parties should possess on a profitable distribution strategy comprising of, the congruent objectives of the employer, the patron, aspirations and shopping arrangements, channels choice and negotiation, creating contracts and relations, Channels control, shall be examined and compared to the practices of the major FMCG liquidators in the United States, as jointly with ICT, Perfetti, Hindustan Unilever restrained. The issues confronting the distribution techniques.

Research objectives:

- To know level of efficiency of distribution system.
- To identify the problems experienced by the channel members of Fast Moving Consumer Goods distribution.
- To determine the level of satisfaction of Fast Moving Consumer Goods distribution system.
- To design the scale that will be utilized to establish the efficacy of the rural FMCG distribution channels.

Research hypothesis:

H1- Existing FMCG channels of distribution serve the customers well.

H2- Channel members are satisfied with the distribution of FMCG.

2. Literature evaluate

The ideal distribution channel practices pay off in the success of operations of companies in the fast-moving consumer goods (FMCG) sector. Because the nature of FMCG merchandising is characterized by humongous movement, low returns and vast size of clientele, organizations are required to streamline distribution channels to ensure that there are products, that value and buyer pride is controlled. In the

framework of the literature analysis, the discussion of four key subject issues will be carried out, based on the research goals: the formation of distribution policy, the principles of benchmarking, the operations and performance of the channel, and the thrilling results of the company in India.

Evolution of Distribution inside the FMCG region

This has seen the last twenty years being characterized by a more competitive distribution mechanism in the Indian FMCG region due to the forces of urbanization, rising earning levels and increase in technological advances. Distribution patterns in India along with Singh and Pandey (2019) have changed to the more tightly controlled traditional wholesaler-based systems and have assumed new hybrid forms of fashions in which contemporary retail, direct delivery, and online commerce approach is integrated. The firms are now preoccupied with the remaining-mile delivery and lowering the amount of stockouts in locations and most of these locations are rural and semi-urban.

The classic model of distribution which is supplied by Kotler (in depth, selective, unique) gives the background view but requires a perspective distinction. Increasingly, Indian FMCG firms practice selective intensification, a convergence of insurance and manipulate depending on the geography, the nature of products, and desirable client group (Rai et al., 2020).

Benchmarking as a Strategic tool

It is called benchmarking and entails the systematic analysis of the business company strategies and overall indicators of the best business activities in an industry to benchmarking or competitor-wise. It enables the firms to know the lapses, reduce the inefficiencies, and portray a success fashions distribution mechanism.

procedure benchmarking is quite appropriate when it comes to logistics and distribution, as Hofer and Knemeyer (2012) note. Based on the year-over-12 months performance in shipping, the inside and outside benchmarks (competitor evaluation), the FMCG agencies make SKU collection, the frequency of delivery, and the conduct of the stockists to be more selective.

Rosenbloom (2015) also indicated that benchmarking in new markets must keep in mind that the structural issues of the fragmented retail, uneven infrastructure, and a shifting demand are there, and the standard models of the West do not take this into consideration.

Distribution efficiency and Channel Member pride

The performance of distribution is not the most convenient thing to the logistic, rather it is to store pleasurable feeling and accessibility to products. According to Berman and Evans (2016), when such names as store delight directly influence product visibility and rate of patron loyalty, frequent order accomplishment, dependable transportation and tailored SKU bundle growth channel companion is two times the truth.

A study done by Mandal et al. (2021) across semi-urban areas in India determined that verbal exchange and consistency of delivery by income representatives, better predicted store pride as compared to margins or terms of credit rating. This helps the contemporary take a look at in concentrating on store perspectives as ideal overall performance measurement.

Strategic Distribution methods: Perfetti, HUL, and ITC

Perfetti Van Melle takes pride in the competitive leading edge of alternate integration and custom SKUs connected with the impulse segments (Kumar and Chatterjee, 2018). Its practice is based on rapid replacement and shopping frequency experiences in order to manage the shelf space- dominantly on confectionary products.

Through the assistance of assessment Hindustan Unilever (HUL) has been the initial company to have launched rural outreach and decentralization and also on such initiatives as assignment Shakti which permit rural ladies to become micro-distributors. It is an approach anchored on the network networks and aligned with the inclusion of the growth ambitions (Saxena and Rao, 2022).

The hybrid one by ITC itself has concentrated on the integration of technologies (ITC e-Choupal) and the forecasting based on statistics and is, consequently, a model in digitally oriented rural deliver chain. The distinction that is observed with the help of these corporations consists in the different approaches with the sole objective of product category, marketplace penetration and the style of buyer behavior.

Identified Gaps and Relevance to cutting-edge have a look at

Most existing literature fall into the metro town connoisseur and pan-India factster and at the tier-II city levels (like Amravati) wide-ranging granularity is found, and to the point, few of these studies integrate retailer-stage knowledge to benchmarking structures. It is the present day that examines fill this gap with:

- Store perspective benchmarking, methods of the leading FMCG business.
- Studies of the channels to be used primarily on field interviews.
- comparing delight and delivery statistics at the statistical level.

in depth Distribution

This entails the manufacturer putting the products or services in the highest number of retailers. This technique is more likely to be used as applied to goods and services every day, such as milk, bread, tobacco products and soap, goods where the buyer asks to be offered an incredible deal, intensive distribution is again likely to work well in the short run though generally destabilizes performance in the long run. (Kotler, 2000). in depth distribution stands a more likely chance to maximize the sales as a factor simply because there is a wider scope of encounters with patrons at the producer level. the process is a more problematic advertising and marketing movement at the producer level.

Selective Distribution

This involves the use of a group of not all of the intermediaries who are ready to carry a particular product. It is miles used by established agencies and by new groups in search of vendors. The organization should no longer squander its efforts in the surplus of outlets; it can leave the producer with sufficient instances of insurance in the marketplace with other patronage and diminished fee compared to major distribution. This is dynamic such distribution (Kotler, 2000) is commonly applied to goods which are not sold very frequently.

3. Different Distribution

This implies a harshly restricting of the number of intermediaries. It is applied when the producer desires to maintain control over the level of service and carrier output offered by utilizing the resellers (Kotler, 2000). and at the same time minimizing the costs, one-of-a-kind distribution can achieve a high level of channel goodwill and channel manipulate (Kotler, 2000). unique distribution is often applied to capital goods such as cars.

Regarding the current problem, at present, there are 4 models of channel planning that are in use.

Stern (1996) states

- Take into account the current and existing information and research of channels.
- Be aware of the current channel of distribution of the company.
- Conduct channel analysis of the competitors.
- assess the opportunities in the current channels.
- Based on the findings of these results, Rest create a short-term implementation plan.

According to Rosenblom (1990),

- The distribution role in the total company mission and plans.
- The location of distribution in the marketing mix of the company.
- In the meantime (as such findings indicate) build an adequate marketing channel.
- selection facilitation of channel members.
- Managing the channel
- Appraisal of the channel members.

Berman (1996) states

- Setting the channel objectives.
- Assessment of the channel width, channel depth and the demands of the intermediaries.
- Then, evaluation of the market, product etc. that affect the channel length.
- The channel re-sellers are chosen.
- Rebranding the channel setups.

Kotler (2000) states

- investigate products and services, and needs of the clients.
- support the established objectives to the achieved and restraints made.
- Identify the key channel alternative.
- Evaluation of the main channel option.

4. Conceptual Framework:

The conception of the research article on the subject of Benchmarking Channel strategies within the FMCG sector begins by entering the sphere of the FMCG sector within India, its significance and reduction of the locales of interest to the city of Amravati within the FMCG industry. Then it dwells upon the distribution channels and dissects it talking about its shape, strategies and significant participants of the FMCG market. A critical examination of the part of the distribution channels comes after an estimation of the impact that they had in the market coverage, access to the products, and customer satisfaction. The paper further continues to give a comparative study of the practices of distribution control in the major FMCG organizations and proceeds to examine the assessment of the performance, effectiveness and innovations in the distribution processes by Perfetti in response to the challenges ascertained and attempts to make overall conclusions and insights through the information and study findings. The specified framework is intended to introduce the general description of the channels approaches within the FMCG that, in conjunction with the Amravati metropolis, can introduce the unbelievable information to not only the industry participants, but also the researchers.

FMCG Majors in the united states Introduction to the employer Treatise Perfetti Van Melle is the 1/3 rd. largest confectionary producer in the world after the merger between Kraft foods and Mars. The employer was formed in March 2001 by Perfetti S.P.A of Italy and Van Melle of Netherlands and purchased Chupa Chups of Spain in July of 2006.

There are more than 150 businesses distributed globally and above 35 businesses in the operation of the employer, which has a total of over 19 thousand human beings in its operation. Some of the most selling brands manufacturers are Mentos, Frisk and Chupa Chups, Fruitella, Alpenliebe, Golia, Happydent, Vivident, big Babol, Airheads and Smint, and its current markets are Asia Pacific, Europe, middle east, Africa and the Americas.

It now appears in 1994 in Perfetti Van Melle where its activities are published in India, middle shines the brand of chewing gum which has reached immediate success and even sponsored and the reputable chewing gum of the Indian cricket group. This was accompanied by new product the Supersize Big Babol and Alpenliebe in 1995. the alternative products that Perfetti Van Melle India has been supplying are the chlormint, Mentos, fruitella, Cofitos, Happydent and marbles.

The manufacturing plants of the organization are located in Gurgaon (Haryana) and in Chennai (Tamil Nadu) and in Rudrapur (Uttaranchal) that is funded by 4500 suppliers operating in 2000 cities. It has over 15 manufacturers of Indian arm of the firm possessing a market value of roughly Rupees 30,000 million of about 30 per cent of Indian confectionery market. SWOT Analysis

Perfetti's product range includes

CONFECTIONERY

- Alpenliebe
- 2Choco Elclairs
- Big Babol
- Center Fresh
- Chocoliebe
- Happydent Wave
- Mentos
- Center Shock
- Fruitella
- Smint
-

HEALTHCARE

- Chlormint
- Happydent

SNACKS

- Stop Not

The writer has chosen the following overall performance indicators to score the overall performance of the employer considering the section, the product, the buying behavior of the buyer and the influences of culture to the product.

The crucial performance indications at the corporation.

1) Innovation - Perfetti is among the most contemporary agencies within the section and this has enabled it to secure a larger share of the market which is about half a decade or thirty three percent of the market within chewing gum. It was the first employer to implement gums with liquid-filled centre called center clean that gained great popularity because of its unique product. Another recipe that has contributed to the success of the Perfetti company was expanding its merchandise and also adding to the concept the liquid-stuffed gum the products that had acted as its foundation were Centre Fruit which had a fruity flavored liquid inside and Centre shock which had a bitter flavored liquid inside and these products are also completely developed thus becoming a product loved by the Indians. Alpenliebe with Chocoliebe became an India-only product at the beginning as well. As to the dominance of Perfetti in the Indian confectionary market, this novelty and personalizing is of the great issue.

2) **Communique** - Perfetti has not been left behind as regards advertising its products. Its advertisement and merchandising on a relatively global product like Alpenliebe has been heavily Indianised. The advertisements are stereotyped in terms of Indian actors and the stories. The majority of its' merchandise such as the Chlormint and the Mentos have the tag lines in its native tongue, decades after the majority of these campaigns were highly successful and will now be appearing in daily dialogue in the form of tag lines. The campaigns have also gone an extra mile to win award in marketing fairs (Silver and Bronze at Cannes Lions 2007) and have since been distributed by the international Perfetti subsidiaries to sell the products across the globe.

3) **Distribution** - due to the nature of confectionery being an impulse shopping, which in most cases is geared towards children; location, positioning and exposure will play a significant role in determining the success of the product. Perfetti has also ensured that normal visits and components are assured by using the wholesaler to store could ensure that at any given time there is adequate inventory of all the products that are in the entire range to be procured. With

the growth of the malls and other major outlets, hypermarkets and supermarkets in u. s. the available alternative outlet has become the major channel of distribution. Perfetti has ensured that it is present in this segment by upstreaming its product delivery operations and restating that all of its buyers can observe the point-Of-Sale.

The Steps in the Channel Strategy Development.

- Company objectives.
- The consumer goals, consumer needs and purchase decision-making.
- Negotiation and channels selection.
- Building relationships and contracts.
- Channels management

The following are the organization objectives:

These are to be held as true with the strategic marketing making plans software (when the agency possesses it at least) or as popular with the charge, product and verbal exchange strategy. The aspirations (desires) have to be set against different variables that can be associated with any type of channels which include: quantity, income, sales margin, stock, turnover, market percentage, customer delight on purchases, profits made due to product type, etc. As to the conduct attributes of the actions to be considered, the most important actions to be considered are service branch, guarantee claims processing, building/centers, income pressure incentive plans, insurance of trade region, product expertise/salesclerk, selling capabilities/salespeople.

Ends, Wants and Shopping Style of the Customer.

This is in connection to advertising and marketing research involving highly definitive buyers and intermediaries to gain insight into the most suitable distribution device on the aspect of client perspective

to the factor. The high cost of marketing considers the fact that the nature of the studies to undertake is made by the employer and its objectives. However, consumer-oriented circulation constitutes an ultimate need. First in a design degree, one would have to identify the carrier/product expectations that are held in the form of consumers. At this rank there is a qualitative component to generate a list of possible qualities of service and products based entirely on client ecstasies dominion.

Negotiation and Strategy of Channels.

The choice of the channel structure and the channel members is an option available to the corporation under the assumption that it can achieve this, as soon as the goal is set. This is subject to the existence of dealers within the channel, type of dating which would be most suitable to build and many others that are under scrutiny in the above steps.

Establishing relationships and contracts.

This action involves planning in form of written or other forms of contract with the partners in the channels, or market dealings or other kinds of selling, founded upon the hitherto mentioned kinds of prudent coordination. The other are, the contractual safeguard against opportunism in the channel, enforcement mechanism, adjustment to modified circumstances, go out barriers in the building, layout and tracking of rewards.

Channels control

The final step of the procedure through which a few elements regarding the development of productive alliances and hold as true with, which may be of gut principle, can be identified is the channel management. The concept is to implement, at the management, reference, and gearing of courting advertisement, commitment and trust theories to help the channels management.

Distribution Sales and Distribution style.

The Distribution Channel making plans system version is a systematic design that may be taken into account to assist the manner in which manual groups may strategize and execute their distribution channels. This model deals with numerous important levels in its essences, and all of them play an important role in the streamlining of the distribution strategy.

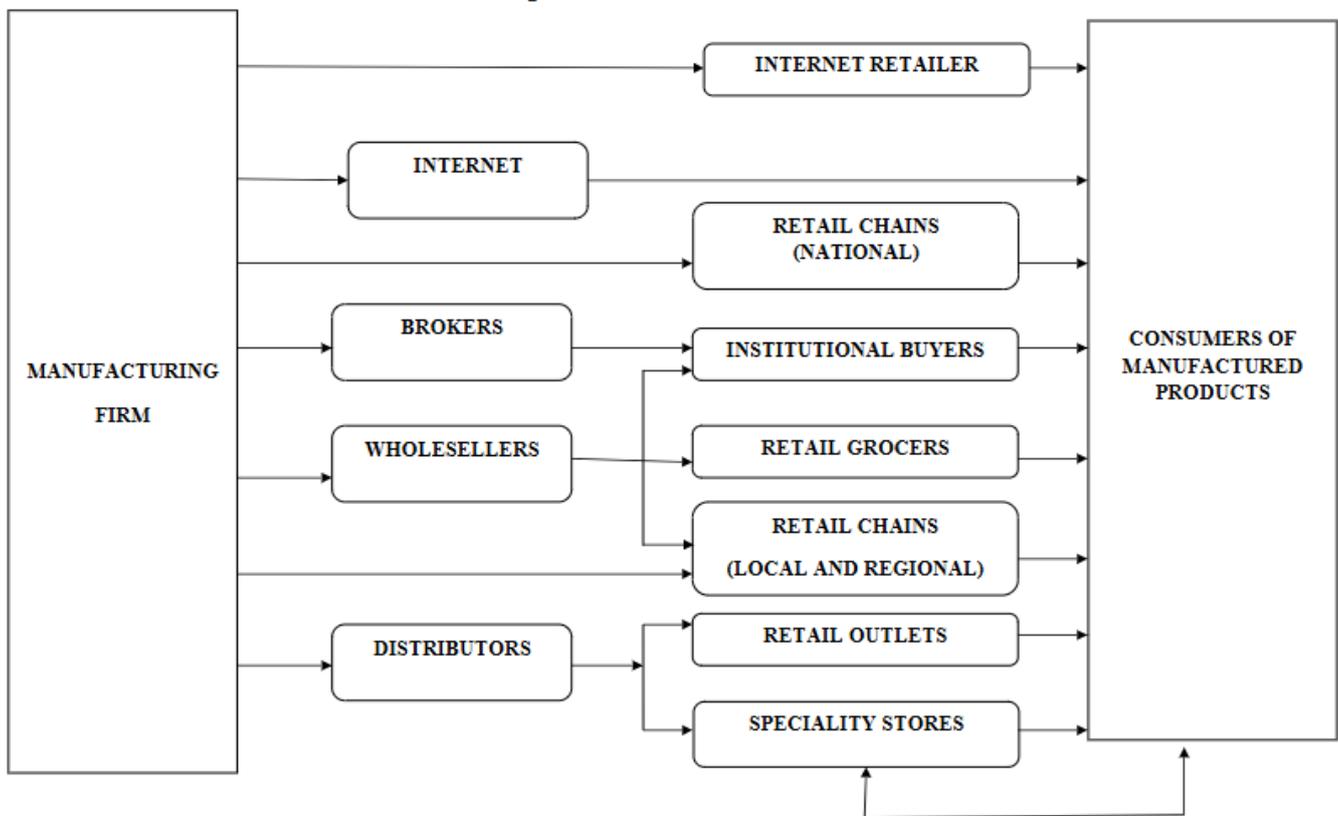
Environmental evaluation:

- It begins with the extensive examination of external environment, including market forces, cutthroat landscape, regulatory forces and the advances in technologies. The analysis facilitates expertise with the potential cases and the challenging cases that can be available at the market place.

Segmentation and focused on:

- and on the experience gained in the course of the environmental analysis, the second step is the division of the market into awesome segments of clients who have similar needs and traits. At some point, the target segments are located by their appealing nature and its suitability to the corporate goals.

Model for Distribution Channel Planning Process:



Three. Channel design:

- The company is well informed about the target markets, and therefore developing the most appropriate structure of the distribution channels to reach and serve the markets. This refers to the decision to be made on the number of intermediaries and the type of channels, the channel and diploma integration time.

Four. Blame and responsibility: Accomplice decision and control:

The corporation then selects channel companions with channel distributors, wholesalers, and stores, or agents based on their prowess; degree of familiarity and stage of compatibility with corporate objectives. Strong relations are developed and exchange of fulfillment ensured through best partner management practices.

5. Performance dimension of the channels in general:

- This is necessary to measure the effectiveness of the distribution plan by continually overseeing and monitoring channel performance. Each of the key performance indicators (kpis) that include the degree of income, market share, buyer pride, channel profitability are observed to determine the areas of improvement and growth.

6. Yield and channel version:

- Channel of distribution design is dynamic and must have certain dynamism to respond to the market dynamism and buyer tastes and technology. To ensure the companies are aggressive in the market, they should be fast in responding to new trends and opportunities.

7. Continuous improvement:

- The model eventually dwells on the relevance of the unending form of growth with remarks loops and learning in case of failures and calamities. By means of the steady improvement and optimization of the distribution channel approach, businesses can adorn the aggressive advantage and the initiation of the sustainable boom.

That version applied in undertaking distribution channel making plans process establishes a science methodology on which a business plans, outlines, and directs its distribution channels in an effectual and successful way and therefore gains the utmost in its achievement, performance, and profitability within the market.

5. Methodology

Research reason

To introduce an examination of the factors of influence and required in the channel policies of one of the largest retailers of FMCG and some processes concerning distribution as the above stated, and parallels with other major FMCG shops to highlight the novelties and new actions in the channels of distribution,

Studies method

So that it will mete out the mentioned objectives, the scrutiny was postponed as per the mentioned structure. The learning seat was Amravati the region where most of the paintings are done. The study became descriptive in which the facts were obtained by engaging in the interaction with shops and retail chains.

Records collection method

Primary statistics

Interviews: these have been done in the course of the guidance through the numerous FMCG stores in the area. Gathered data are worked to form of analysis in regard to literature and theoretical fashions.

SECONDARY statistics

The primary data became converted into collected especially through the net and news articles and scholarly texts.

EMPIRICAL records

Various outlets within the region have been approached as well that had come within the Umbrella of the modern exchange segment of Perfetti Van Melle India. The meaning of feedback required consideration of factors that are important close to delivery of a specific product, which had been considered by the individual stocks. The factors ensured that the parameters were protected.

- Place Of the Opening
- Space To Be Had at the Opening
- The Hole Demographics of patrons.

3. Frequency of Visit Is the Frequency of Income Consultant Visit at The Outlet.

(Inventory retaining unit) Sold on the Distributor.

- frequency of Delivery of Distributor.

Facts evaluation

Among the findings that we have made in the course of our initial study we have been enabled to learn certain exclusive facts as follows:

Outlet location:

The size of the opening positively affected the kinds and quantities of the skus ordered via shops to a considerable extent. The stores that are in high-end areas, major urban locations, or in a department store are more likely to devote colossal quantities of skus to every merchandise band but more high-value packs.

Space Availability hole:

The space on opening was also one of the primary issues when it comes to deciding about the type of skus and the ordered quantities. The to be had space is directly proportional to the pedestrian and management of garages, hence affecting the clientele to be served using the aperture.

Demographics of purchasers at the outlet:

Consumer population was the key determinant of features of supply, especially in large retailers as study variables.

Frequency of income representative Visits at the hole:

The efficiency of a distribution channel was also vital regarding the number of visits made in terms of using income representatives mostly among retailers with a high product alleviation.

SKUs made available by the Distributor:

The distribution approach became a factor of distribution based on SKU diversification provided by the distributor.

Trip frequency of the Distributor:

The frequency of the deliveries through the distributor are identified as a crucial aspect of normal distribution method. The on time delivery is no longer the most convenient method of enhancing the turnaround time on orders made later but also provides a distributor consensus and heightened ordering frequencies and quantities.

The Distribution strategy of Perfetti:

The Perfetti Van Melle distribution strategy is characterized by its aggressive nature that is aimed at gaining and remaining to be at the forefront of the Indian confectionary market. By its enormous quality community of carry sellers and Forwarding sellers, distributors and excellent revenue load Perfetti is capable of operating with about 4, 500 distributors and 2,000 city cities. First off following a reserving machine, Perfetti modified his management following a takeover so that he could cater to a bigger layer of market. Knowing the possibilities of multiple retailpanorama and compulsive nature of confectionery items, Perfetti has planned its plan to satisfy numerous desire of retailers, ensuring the highest likely availability and sales of its products.

The Distribution plan of Hindustan Unilever:

Being the biggest FMCG organization in India, Hindustan Unilever (HUL) has acquired a network of distribution including over 4000 redistribution stockists exceeding its 6.three million stores. Over the years,

HUL has altered its distribution model in such a way that direct orders to the wholesalers are substituted with community of redistribution stockist and organization depots. This shift oriented towards improvement of the first-rate service and efficiency in operations. Also, the agency Shakti initiative which HUL engaged a relationship with its customers especially in the rural areas as well as providing the ladies-

led Self assist corporations with the capacity to conduct direct-to-home dealings to supervise increases in attain and market penetration of the agency.

Putting the observations drawn in the course of the interviews in the stores and the analysis of the enterprise together, we can see the golden eyes with the distribution methods in the FMCG sphere illuminating the key success factors and the sphere of strategic corrections.

6. Data Analysis and Interpretation

Sample Data Overview A survey of 30 FMCG retailers was conducted in Amravati. Key variables analysed were delivery frequency, SKU availability, number of sales rep visits, and retailer satisfaction.

Retailer_ID	Delivery_Frequency (per week)	SKU_Availability (%)	Sales_Rep_Visits (per week)	Retailer_Satisfaction (score /100)
1	4	87	3	94
2	5	75	2	90
3	3	74	2	78
4	5	62	4	64
5	5	96	2	94

Correlation Analysis

A Pearson correlation was performed to assess the relationships between variables.

Variable 1	Variable 2	Correlation (r)
Delivery Frequency	Retailer Satisfaction	0.26
SKU Availability	Retailer Satisfaction	0.31
Sales Rep Visits	Retailer Satisfaction	-0.03

Interpretation: Retailer satisfaction is positively correlated with both frequency of deliveries and availability of SKUs, meaning that higher frequency of delivery and covering of SKUs are likely to correlate with greater retailer satisfaction.

Correlation Heatmap: Regression Analysis

Linear regression was done to assert Retailer Satisfaction with respect to Delivery Frequency and SKU Availability.

7. Regression Coefficients Table

Variable	Coefficient (β)	p-value
Intercept	47.31	0.002
Delivery Frequency	2.12	0.095
SKU Availability	0.41	0.022

- $R^2 = 0.22$, indicating that 22% of the variation in retailer satisfaction is explained by the model.
- **SKU Availability** was statistically significant ($p < 0.05$), suggesting it is a strong predictor of retailer satisfaction.

8. FINDINGS, CONCLUSIONS, AND IMPLICATIONS

As a result of the look at carried out, and market assessment carried out in the distribution of FMCG, beneficial findings within the distribution, can be outlined.

The products must be found somewhere in the market at some point of time, at some point of purchase; especially when it comes to the category of impulse purchases, which confectionery falls into.

Goods delivery comes in standard proportions, according to the tenacious demands and active-take of goods in the future.

It has an identical distribution model throughout all of the companies, who seek to differentiate on margins, credit score range and attempt to get the greatest number of their SKU's sold.

The credit gadget is banked on unknowingly the product position in the market.

Businesses whose heads are in the market and segment are not easy to acquire in terms of credits.

Best products / market leaders are applied to promote their new / non top class products by the organizations.

It is most critical to develop a think schedule and a continuous shipping agenda where the retailer has to keep in mind that any disjunction of the shipping/order taking would bring in an absence of product available in the market and this is a monumental negative about the products in the impulse purchasing

category. The channel should be further extended to guarantee that the majority of SKU publicity should occur and channel guarantee enlarged.

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