

# Distribution Network Benchmarking in Indian market for leading French major in alcoholic beverage space

OBJECTIVE	SECTOR
A leading French alcoholic beverage producer wanted to benchmark its Indian operation distribution network via primary research in 6 major cities	Beverages (Alcoholic)
Key points	Description
<b>KEY ISSUES</b>	<ul style="list-style-type: none"><li>▪ How many days worth of stock do retailers store and how do they manage the order cycle?</li><li>▪ What is the lead time between an order and delivery of stock to a retailer?</li><li>▪ How often do retailers face supply disruptions in a year?</li></ul>
<b>APPROACH</b>	<ul style="list-style-type: none"><li>▪ A carefully drawn research model was framed to suit a pan-India research for an industry which is subjected to regulations varying at the interstate level</li><li>▪ Extensive primary research covering 6 major cities, 300 retailers and 300 restaurants was undertaken to capture business insights across India</li><li>▪ A follow-up primary research was undertaken to validate the hypothesis based on initial research</li></ul>
<b>RESULT</b>	<ul style="list-style-type: none"><li>▪ Supply chain efficiency mapping across 6 major cities</li><li>▪ Insights into inventory management and stock-out resolutions at retailers</li></ul>