



Spark ◦ Engage ◦ Navigate ◦ Weld

Journey:

OPERATIONAL CONSULTING

Client

A fortune 500 FMCG company with a history of 160 years, successful and established businesses in EU & USA yet struggling to build the formidable collaboration framework with its existing distributor in the largest consumer market in MEA.

Opportunity

Little insight and limited bandwidth of internal resources resulted in a slow and rather haphazard strategy compromising the growth and market development.





Solution

Incubeemea formulated, introduced and justified alternative, agile and effective distribution models to reset the existing distributor relationship, and short-listed potential partners, breaking the notion of “We are stuck” and offering confidence.



ENGAGE

Methodology

We helped the client to revisit and reset its existing business model with a greater deal of confidence; clear metrics that were specifically tailor-made for that market.





NAVIGATE

Recommendation

Segmentation Leadership

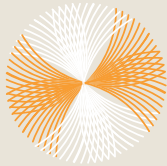
- Focus on brand heritage and quality • Build brand ambassadors • Shape a cool factor around the product
- Connect with young audience - 65% of mkt
- Reward customers • Analyse feedback

Geographical Prioritization

- Zoom in on 5 key cities - Ring-fence "Capital" 20% of population - Fight where you win and keep the lead
- Show up: conduct consistent market visits

Distributor Optimisation

- Run a Distributor Mind-Set Audit • Shortlist alternatives
- Train and develop partner team/dual reporting line
- Set stretch targets • Reward and fine tune



WELD

Outcome

< With consistent support, and deployment of Incubeemea's strategic recommendations the client has been able to grow consistently and to shape a new chapter of collaboration with its distributor, taking market leadership position in less than 2 years.