

Distribution Value Chain

Mapping and Understanding the Retail Universe



Our Service Offering

Enterprise Mobility Apps

Cloud Platform

On Demand Analytics



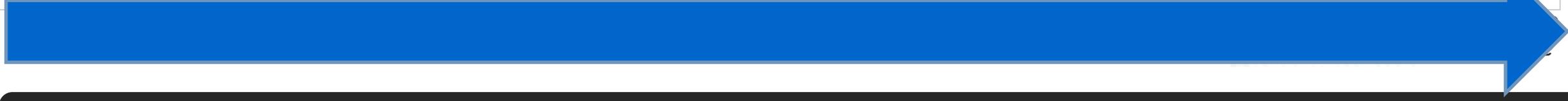
- Mobility Applications specifically designed to map Agricultural Commodity Value Chains
- Remote data capture and transaction processing with easy to use interfaces



- Keeping track of all field activities through real time access to the data across multiple locations, projects and markets
- Enable productivity and efficiency of Field Teams



- Analytics to drive decision making based on real time visibility.
- Data driven predictive analytics & demand planning for improved Impact Tracking

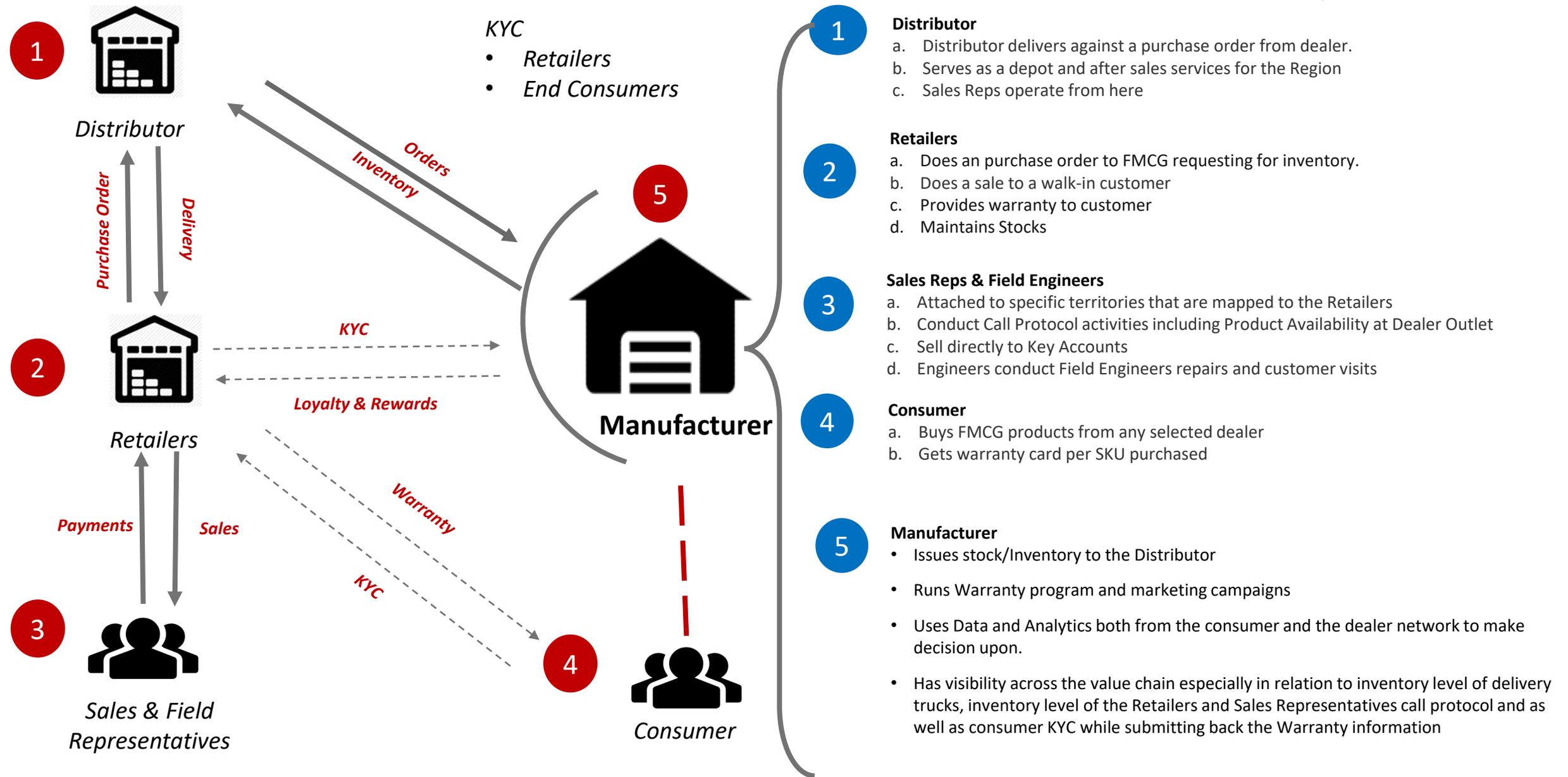


KEY PAINPOINTS AFFECTING INDUSTRY



Outcome Map

- Key Value Chain Actors
- Value proposition



Analytics Features

Analytics – Creating powerful Insights that drive decision making

• Where are the Sales Teams?

- Are they covering the market & what is their sell-in per outlet?
- How well are they servicing must sell portfolio products?
- What is their compliance with call protocol and in store activation policies
- What time do they check-in and check-out?
- How much time are they spending:
 - In front of each customers?
 - In transit?

• Sales, payments and delivery tracking

- Real time reconciliation of cash vs stock
- Sales tracking against stock held in vans and in stores
- Keep track of all warehouses (physical stores, vans and 3rd party logistics partners)

• Outlet Coverage

- Outlet coverage by your salesmen? & Strike rate – (Coverage + actual sell-in)

• Dealer Performance

- Drop size (average invoice value per outlet and outlet type)
- Outlet universe monitoring – growth and drop in outlet universe
- Outlet performance scoring

• Availability

- How much stock do we have in each outlet
- How much stock do we have in each of our warehouses (physical vs sales vans)
- Do we have our most profitable SKU's?
- Why are our key products missing?

• Deliveries

- Are deliveries done in good time?

• Share of Shelf

- What shelf share do we command per outlet/ per region/ per route/ per category
- What market share by extension are we sitting on?
- What opportunity are we looking at?

• Competitors and market sensitivity analysis

- What activities are our competitors conduit in the field?
- What is the impact of their activities (SOS, Sales drop, facings growth) on our performance

• Promotions, discounts and sampling activities

- Where are they being carried out?
- Which is most effective?
- Why is it effective or non effective?

Picture of Success

Visibility in Ecosystem



Youth



Retailers



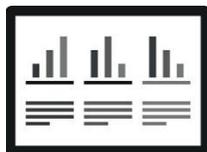
Service Providers



Digital Entrepreneurs



Agro Market Buyers & Sellers



Researchers

Partner Benefits



Manufacturer

- Increased Market coverage
- Improved Visibility
- Faster Sales to Cash Cycle
- Increased Revenue



Financial Partners

- Farmer Specific Financial Products
- Entrepreneur & SME Focus
- Invoice discounting opportunities
- increased Access to Credit



Distributor

- Increased Turnover & Profitability
- Control of Business
- Ease in Reconciliation
- Increased Market Share
- Improved Business Processes



Merchant

- Customer Satisfaction
- Increased Sales
- Sustainable Business
- Access to Financial Credit

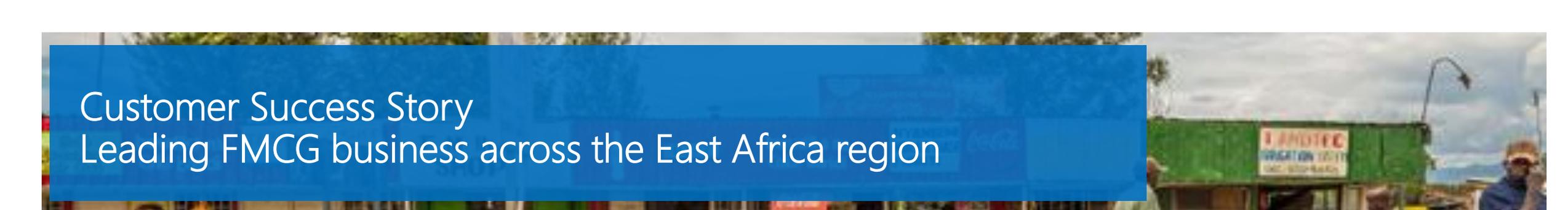
Impact



Digital Driven Income



Youth Jobs



Customer Success Story

Leading FMCG business across the East Africa region

The Journey

- With a market dominance in the confectionary vertical, the business was looking to consolidate this in light of new entrants who had better distribution and cheaper products
- Work began in January 2016 with a key focus on how we can empower the business to keep track of the stock levels at each of the distributors whilst getting a grip of the outlets covered per day.
- We implemented the sales distribution and sales tracking modules of the platform which enabled them to achieve
 - Visibility of all sales operations by 100 sales force agents including orders, sales and payment
 - A perfect picture of stock levels across Kenya with 9 distributors in full view
 - A view of market coverage – an understanding of how many outlets are being visited every day and whether an order was generated per day
 - As a result of our intervention, the solution drove the need for demand planning for production

Key Wins

- Together with their route to market facing teams, we built a universe of 15,000 retailers
- A growth in sales as a result of closer monitoring of outlet coverage
- 40% growth in new customers (outlets)
- Key coverage of 9 distributors with active monitoring of their stock levels in real time
- 50% improvement in productivity of sales personnel on the ground



Location:

Virtual House, Riverside Drive
P.O.Box 7646-00508, Nairobi Kenya



Tel:

+254 703 091 300



Email:

sales@virtualcity.co.ke

