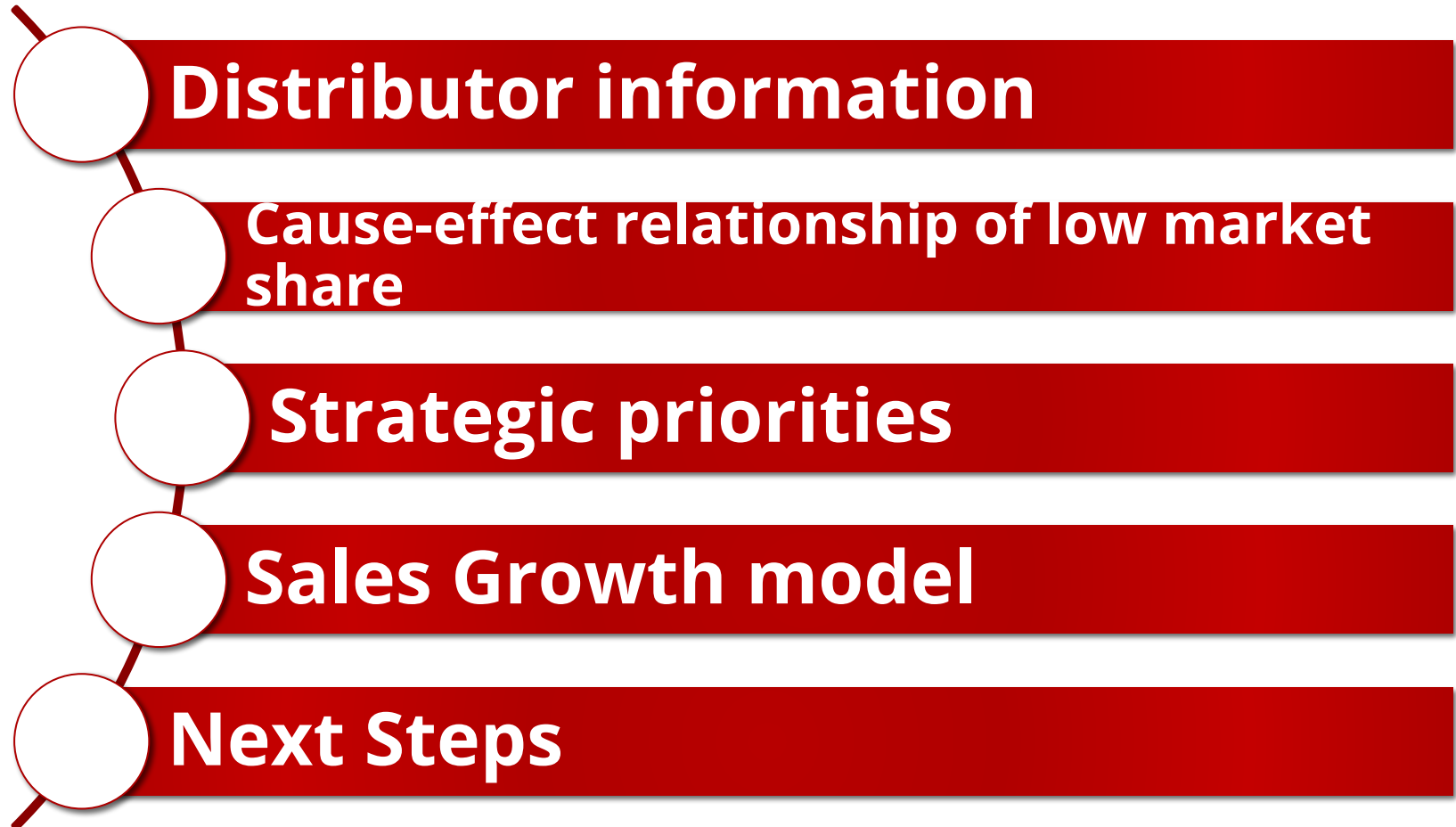


KAPSHAGAY MARKET CONQUEST STRATEGY

Distributor: Smart Kapshagay



Topics for Discussion

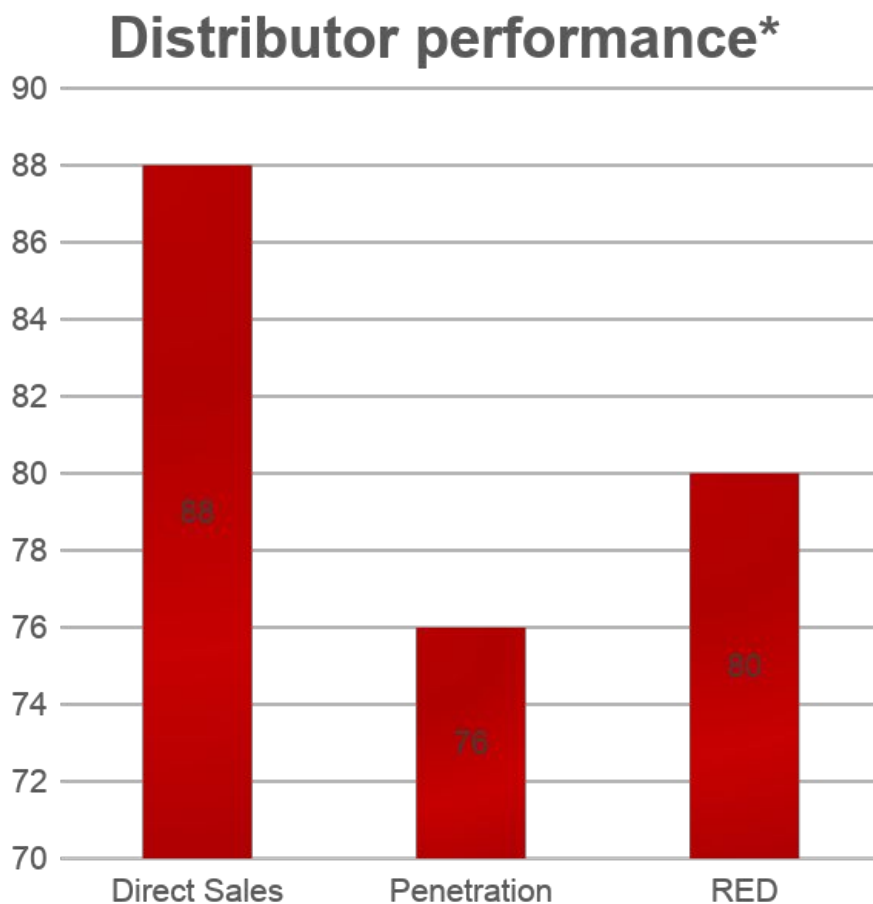


Distributor information

Total number of outlets - 347



Distributor information



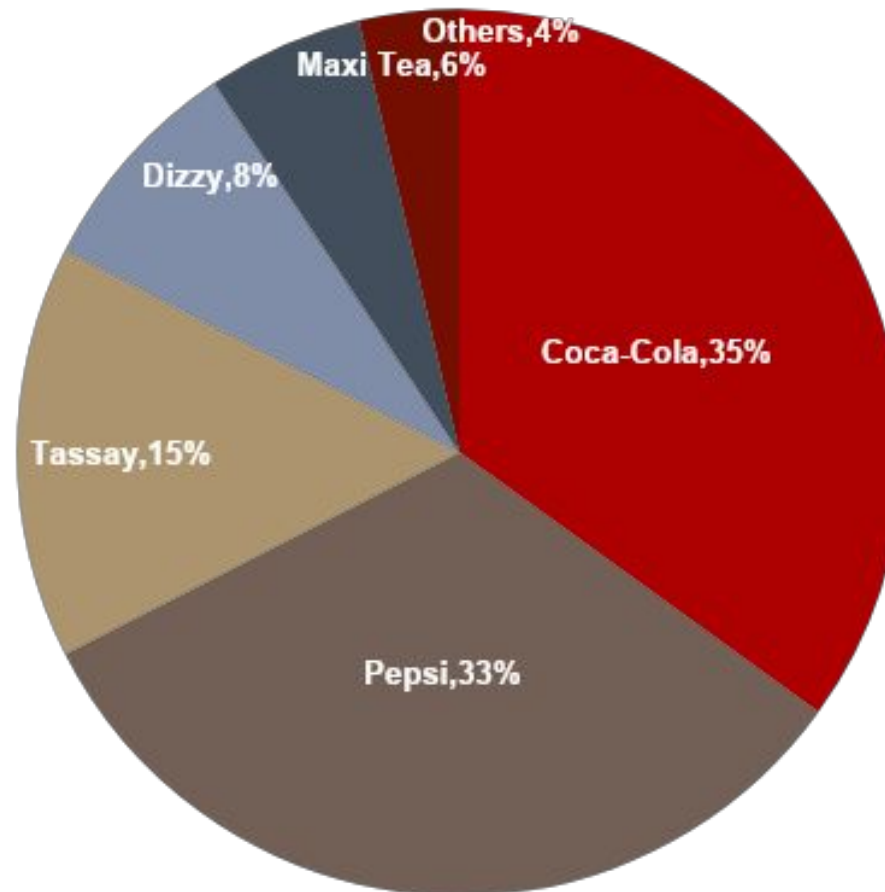
from the start (15.10.2018)*

Distributor information



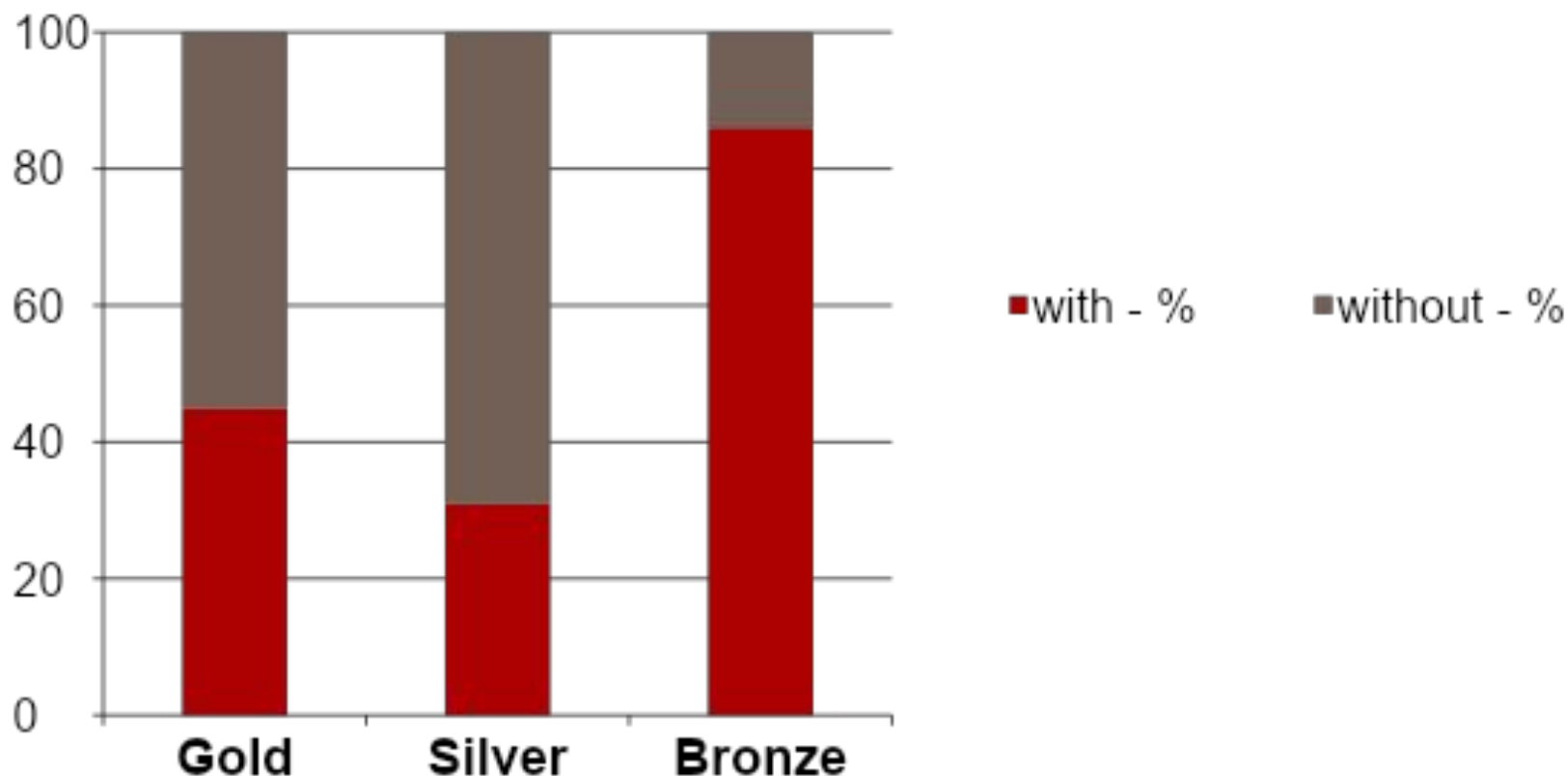
Marketplace share (coolers)

■ Coca-Cola ■ Pepsi ■ Tassay ■ Dizzy ■ Maxi Tea ■ Others



Distributor information

Cooler's doors availability in outlets Marketplace share (coolers)



- according to CCI requirements

Cause-effect relationship

Previous distributor's inactivity

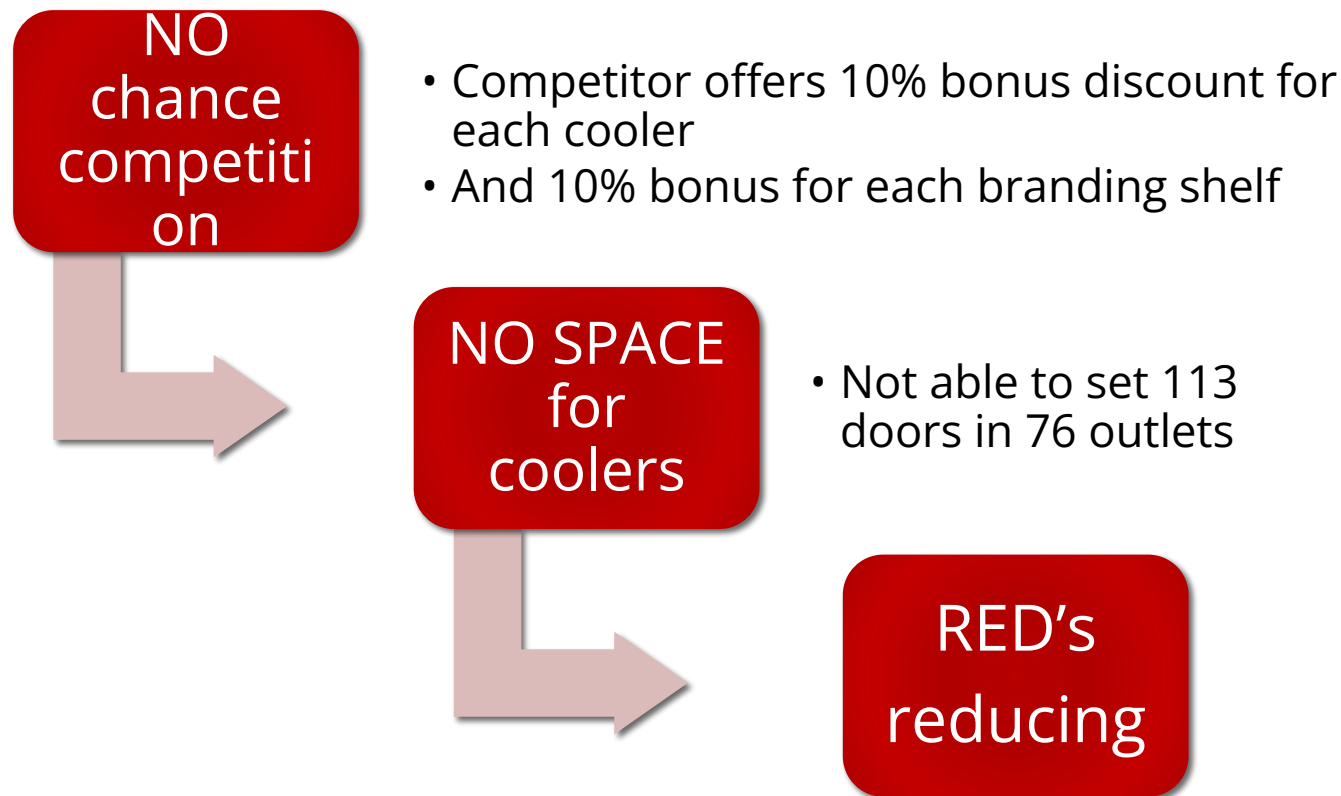
Aggressive offers by competitors

Lack of coolers in outlets

Low market share

Decrease of Sales

Cause-effect relationship



Strategic Priorities

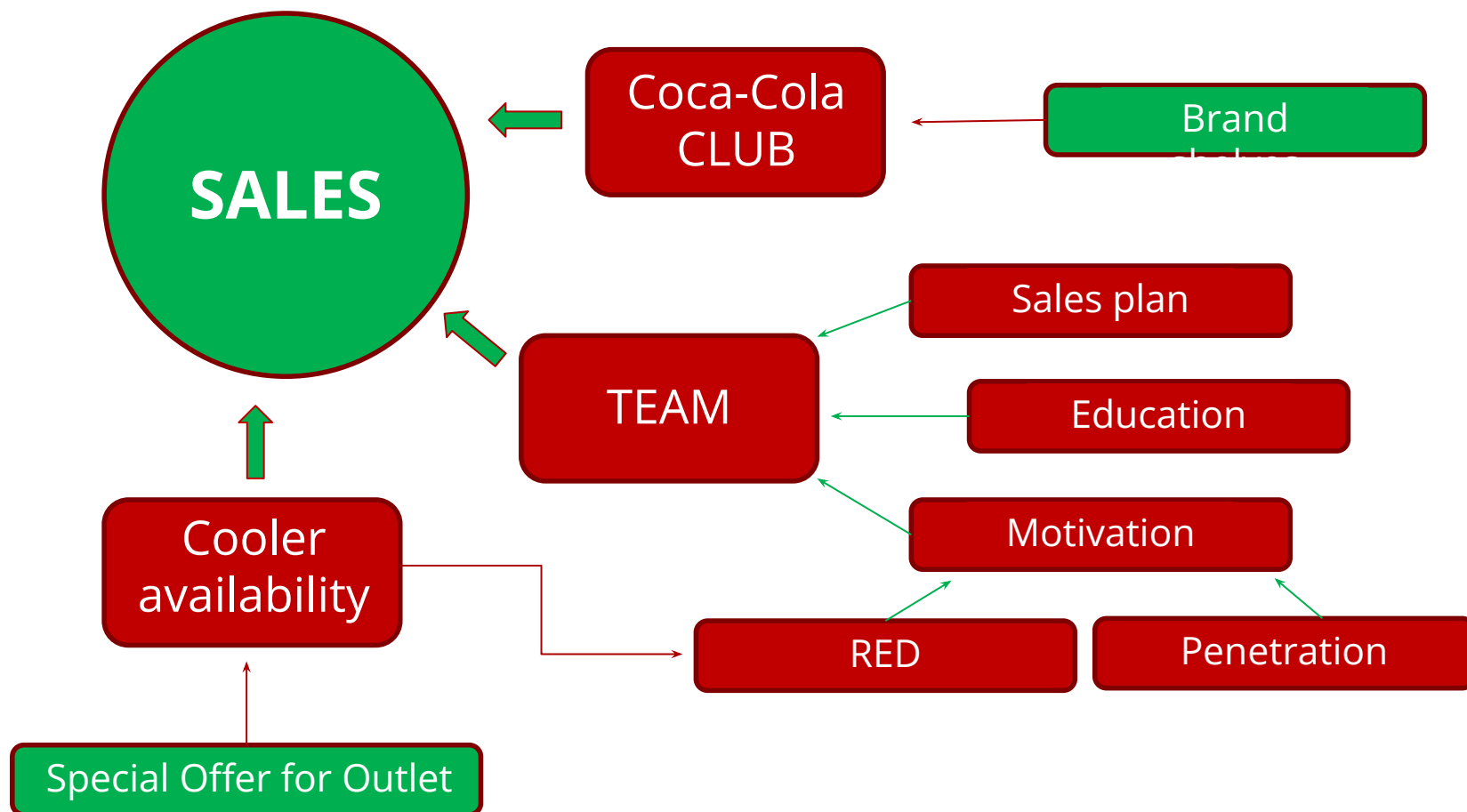
Increase quantity of doors in outlets

Allocate sales plan according to consumer's demand

Unite outlet's owners into "Coca-cola SMART CLUB"

RED & Penetration stability

Sales Growth Model



Next Steps

