

KAPSHAGAY MARKET CONQUEST STRATEGY

Distributor: Smart Kapshagay



Topics for Discussion

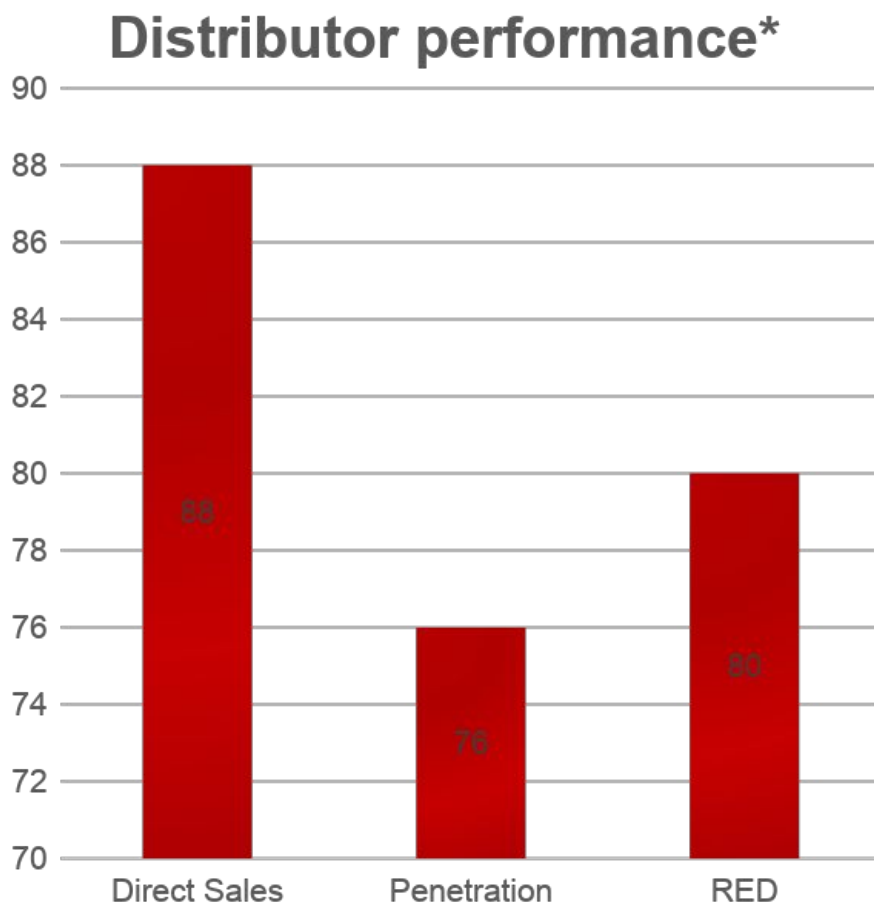
- **Distributor information**
- **Cause-effect relationship of low market share**
- **Strategic priorities**
- **Sales Growth model**
- **Next Steps**

Distributor information

Total number of outlets - 347



Distributor information



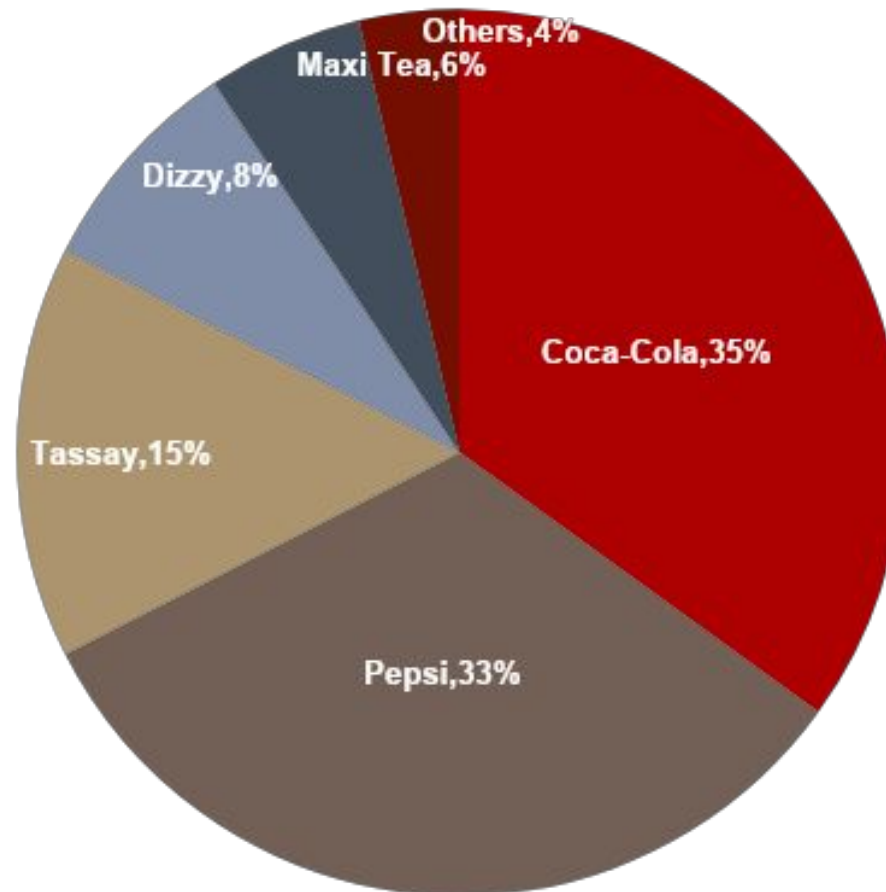
from the start (15.10.2018)*

Distributor information



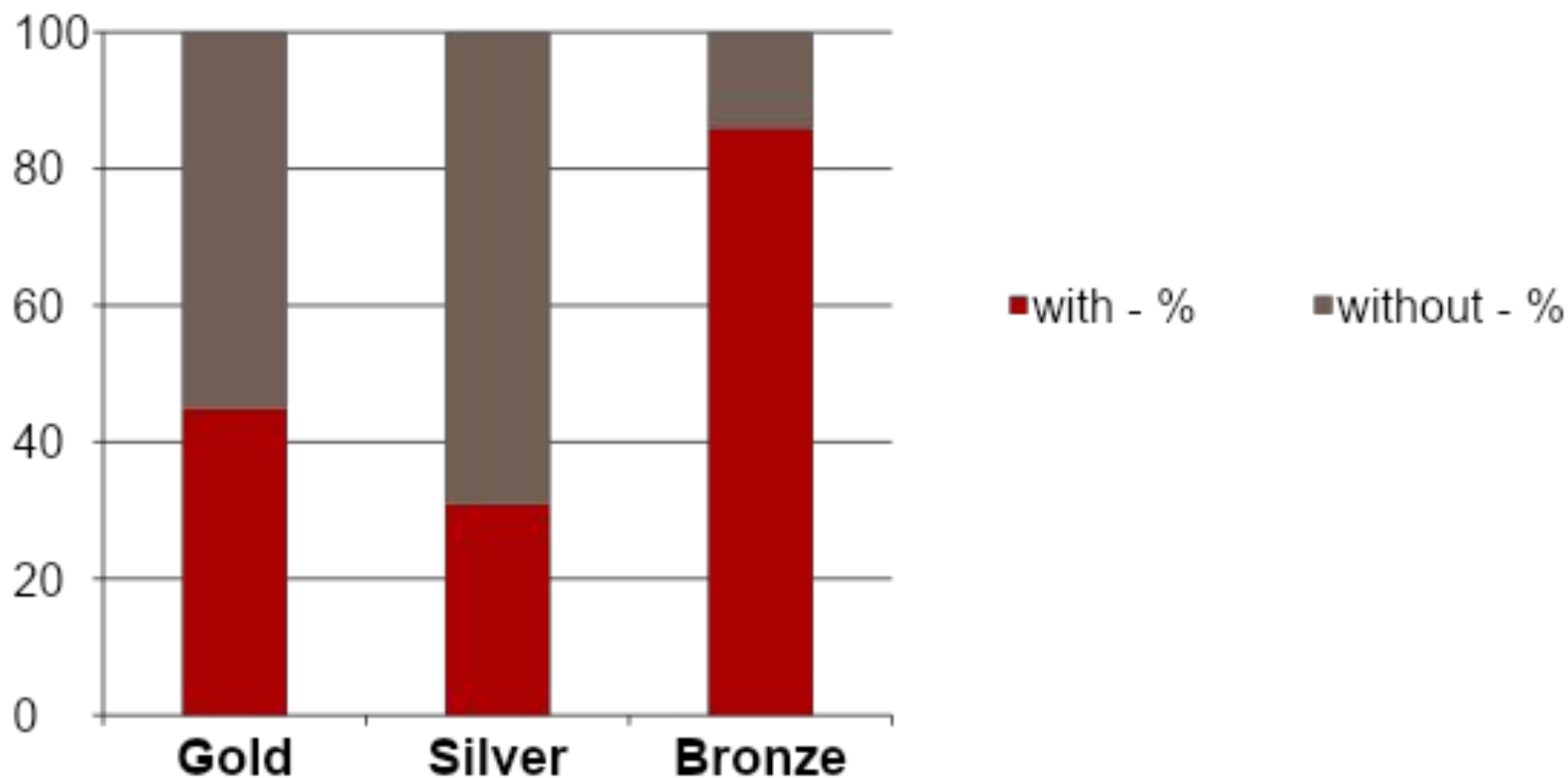
Marketplace share (coolers)

■ 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

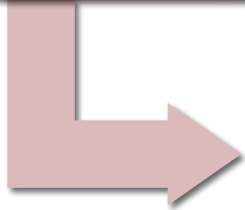
Low market share

Decrease of Sales

Cause-effect relationship

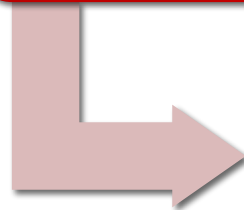
NO
chance
competiti
on

- Competitor offers 10% bonus discount for each cooler
- And 10% bonus for each branding shelf



NO SPACE
for
coolers

- Not able to set 113 doors in 76 outlets



RED's
reducing

Strategic Priorities

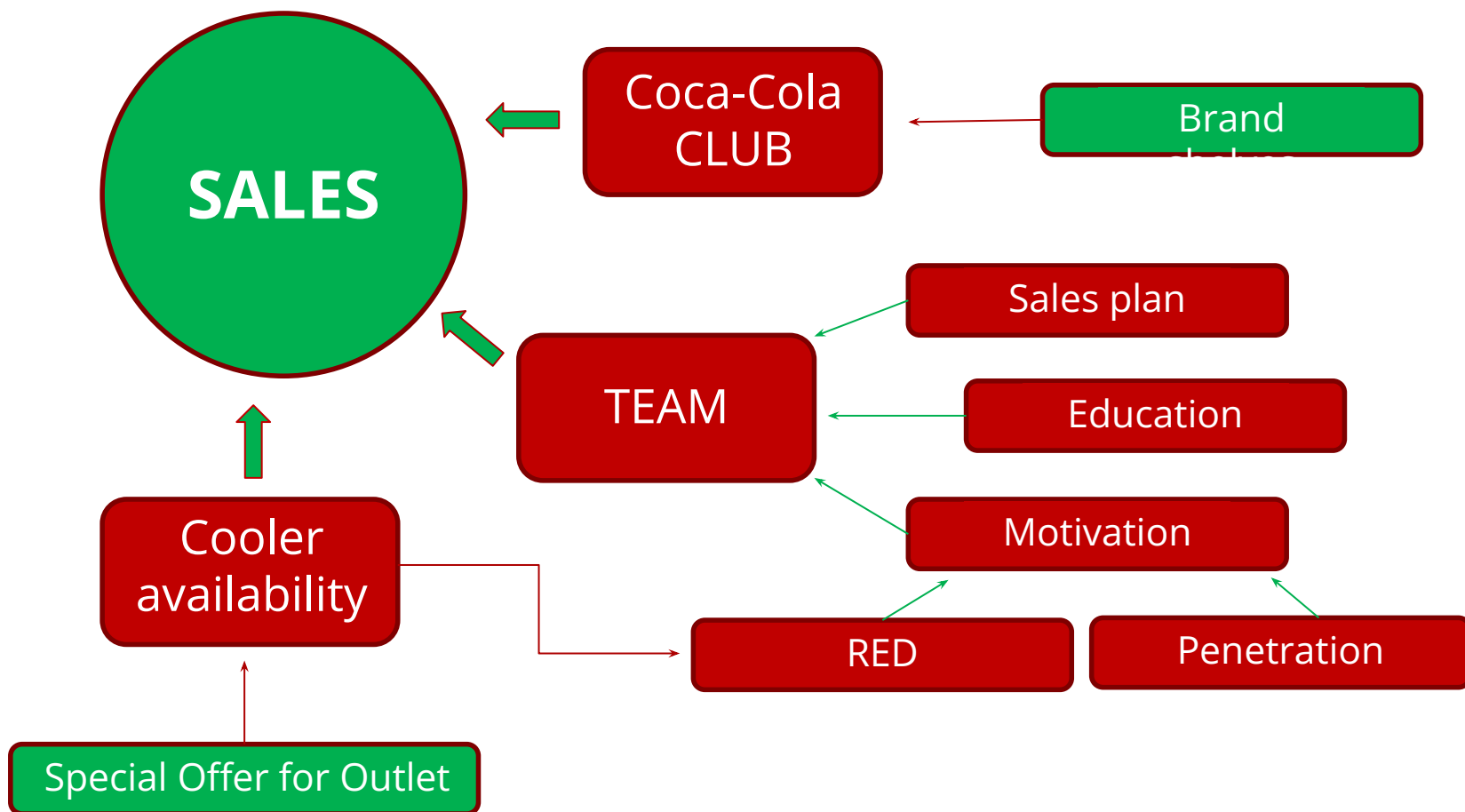
Increase quantity of doors in outlets

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

