

A large, stylized green chevron graphic pointing to the right, serving as a background for the text.

High performance. Delivered.

Accenture Route to Market services

Video Transcript

Retail in APAC is hugely fragmented...up to 90% of the market is spread across over 20 million small, local outlets.

For CPG companies seeking to capture the potential of APAC's booming middle-class...this creates some big challenges.

A typical CPG salesforce covers just 20% of the addressable market...

...but reaching the 'long tail' of 80% would require a huge increase in sales reps...

...and that's simply too costly to contemplate.

Over the last 20 years, to try and address the complex markets they serve, CPG companies have been investing in distribution, merchandising and trade spend...

...and deploying software point solutions...

...that allow them to automate some processes and achieve a degree of visibility into their distribution infrastructure.

But despite these initiatives, persistent barriers to achieving a market-effective and cost-efficient business strategy remain.

So what's the solution?

Accenture Route to Market services enable CPG companies to use digital channels to reach previously untapped outlets...

...so they can drive explosive growth at a low cost to serve.

By harnessing digital to extend their reach into all outlets... ..with direct relationships, targeted campaigns...

...and swift and seamless ordering, fulfillment and payment...

...we're helping CPG companies build a truly effective and efficient digitally enabled distribution ecosystem.

Let's take a closer look.

For one APAC CPG company, frequent visits to outlets to take orders and replenish stock...

...were proving costly and time-consuming.

Working with Accenture, the company gave each outlet a self-service app...

Working with Accenture, the company gave each outlet a self-service app...

...AI detects sales fluctuations...

...and analytics pinpoints other outlets where apps should be deployed.

Digital can also support more effective trade promotions...

...customized and targeted for each outlet...

...with dynamic offers and instant feedback via the app.

What's more, using the app to deliver gamified sales-team training and learning support boosts engagement and cuts attrition.

Thanks to digital, the salesforce can focus on strategic selling, products ship more efficiently, productivity rises, cost to serve plummets and trade spend is effectively utilized.

Accenture's NewsPage software is already helping to transform retail across ASEAN...

...and our RTM services draw on Accenture's unmatched reach and massive experience...

...to help you reach more markets and customers ...much more efficiently...

...taking your business to a whole new level.