# Federal Brand/Live-In

Taming Mercurial Apparel Market



## The Result

Distribution outreach within a year

7000 new outlets



Revenue Generation

Sales Increase

100%

Productivity Increase

**Outlets visited** 

50%



## The Problem

### **Marketing Issues**

- Field force was meant to carry huge brochures for sales,
- Promotional activities like pops, posters were very important but no definite means for tracking usage/ROI,

#### Supply Chain Issues

• Could not gauge demand in real time due to which there was a lag between production, packaging and delivery,

#### **Product Launch**

Field force had to be apprised of any product launches via training/phone

## Our Solution



### 1. Goes to the outlet

Sales Executive goes to the outlets. Instead of carrying lot of collaterals he can present them from the Bizom mobile app.

## 2. Take orders thru app

Takes order and the information is capture real-time in the backend





## 3. Providing Discount

Provides Merchandizing material/pops

#### 4. Place order

Places order at Warehouse





## 5. Warehouse delivers

Warehouse delivers