

# ENHANCING THE EFFECTIVENESS OF YOUR DISTRIBUTION EXPANSION BY TARGETING TOP 20 PROVINCES

Vietnam - a Traditional Trade market with over 1.4 million stores, with over 30 channel types. The opportunity for FMCG manufacturer is to cover 30% of stores contribute 80% FMCG sales. However, getting your products into the right stores to approach the right consumer is a difficult challenge for manufacturers .

**NIELSEN TRADE DIMENSION SYNDICATION IN TOP 20 PROVINCE** helps FMCG manufacturers enhance the effectiveness of distribution expansion to win the retailing landscape.



## WHAT IS IT?

Nielsen Trade Dimensions gives product manufacturers eyes on the ground. With a detailed understanding of the physical retail landscape in the Top 20 provinces, you can prioritize your brand's must-win markets and stores based on macro-level trends, then create a blueprint for executing local distribution.

## KEY BENEFITS:

- To help prioritize the expansion in key provinces with high contribution to FMCG sales based on statistical ranking of factors;
- To help increase the ROI in every direct store via targeting top stores and wholesalers in each category;
- To help easily link all details of store-list from Nielsen census into their sale management system for actions.

# 4 STEPS IN TRADE DIMENSION SYNDICATION



## HOW MUCH DOES IT COST?

**US\$ 0.88 PER STORE**

Pricing is no longer the key concern! With the new package, client can **save up to 70% investment** versus the normal customized census cost!

For more information contact our Nielsen Client Service team  
or email us: [vietnaminfo@nielsen.com](mailto:vietnaminfo@nielsen.com)