

# Creation and implementation of a sales plan for a raw material supplier



## Task

A well-established supplier of raw materials wants to begin supplying the food, cosmetics, pharmaceutical and chemical industries with new functional materials.

As this is a new business within the company, the first step is to develop an appropriate marketing strategy and write a formal plan covering the next five years.

## Objective

The aim is to generate the right distribution strategy for the new products.

Give the distribution, product development, order processing and production departments a road map in the form of a formal plan guaranteeing a smooth transition.

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## Methods

- ◆ Identification of potential markets and customers for the new raw materials.
- ◆ Analysis of the former distribution structures, auditing and optimisation of procurement and sales departments.
- ◆ Creation of a sales master plan for one year in advance for planning all sales-related activities and responsibilities to clarify the objectives for all departments.
- ◆ Creation of a sales manual derived from above.

## Result

A complete manual was prepared with instructions for the creation and cultivation of the sales activities for the coming year. This plan is to be reviewed and eventually revised on an annual basis.