

Indian Institute of Management

Kolkata



Case Synopsis

IIM Kolkata wished to give its PGDBM regular course students to have a feel of the industry in Sales and Distribution Management with specific reference to Channel of Distribution.

Key Deliverables

1. Total cost of ownership of goods and services
2. Challenges in Primary , Secondary and Tertiary sales in India
3. Business Strategy in FMCG mode of selling – Case Studies

Post Training Tracking

Students appreciated the practical approach towards understanding the subject. It helped them in visualising the real market conditions in India.