

# Case study: distribution strategy for \$40M consumer product at F500 company



## The challenge

A Fortune 500 company wanted to change the distribution channel of an existing \$40M seasonal product.

The company was open to new channels, such as pop-ups and direct-to-consumer, but needed it to mesh well with its existing customer base.

## The approach



Analyzed current customer data to gather insights and understand preferences.



Identified different distribution channel options along with P&L implications and scenario planning.



Interviewed experts for different channels to ensure correct assumptions and modeling.



Developed recommendation for different channels to meet customer goals and to test and learn.

## The outcome

The following year, **the product had the fastest sell-through in its history** and the new distribution strategy was a huge success.

Based on customer feedback, and operational learnings, a single distribution channel was established going forward and the product continues to sell-through at high rates and with increasingly higher sales.