

Case study: direct-to-consumer retail strategy & launch for F100 CPG in Mexico



The challenge

A Fortune 100 CPG company was launching a new direct-to-consumer channel in Mexico.

The company needed to identify how to best engage consumers in Mexico and streamline operations to meet customer expectations. If successful, the learnings and rollout plan would be applied globally going forward.

The approach



Identify the Mexican customer's SKU and delivery preference for the category



Forecast inventory needs, based on sales projections, to order and stock optimal inventory



Develop a prioritized supply chain strategy to work with 3rd party logistics company



Review sales and customer data to adjust promotions and understand regional differences within Mexico

The outcome

The launch was highly successful and the playbook was replicated across other countries to build out similar direct-to-consumer initiatives.

The channel continues to maintain **double-digit growth** and many of the early tools and solutions that were generated remain in-place today.