

TRUEBELL

SINCE 1984



TRUEBELL
SINCE 1984





Key Success Factors for Distributors

01

Introduction

02

Redefining Portfolios for Distribution

03

Assessing Key Market Challenges & Trends

04

Looking at Feasibility & logistics challenges

05

How to achieve Business sustainability

06

Closing Remarks

Introduction

Dubai Then & Now



Truebell Then & Now



Redefining portfolios for Distribution

- Staying relevant
- Innovative
- Affordability
- One Umbrella Route
- Differentiation through Product Selection
- Can't be all things to all Customers

Assessing Key Market Challenges & Trends

- Emerging Market / Transient Population
- Invest in New & Retain Consumers
- Opportunity for International Brands
- Retail Strategy becoming more Customer Centric

Looking at Logistical Challenges

- Increasing Complexity due to Increasing number of Products
- New variations to existing products
- New players
- Third-Party Logistics
- Consolidation

How to achieve Business Sustainability

- Growth drivers & impact on P&L
- Business with large Chains
- Market Maturity
- Offer a wide Portfolio
- Invest in IT Solutions
- Creating a Flexible Business

Closing Remarks



