Primewayz INFOTECH

Simplify | Automate | Scale

FMCG Distribution Operations

An Integrated Workflow for Greater Visibility and Control

An illustrative view of how existing systems can work together to improve distributor order-to-fulfilment and operational efficiency

1 Demand & Order Capture

- Distributor orders (sales app / portal)
- Sales team orders (field app)
- Schemes, pricing and credit checks

2 Order Processing & Allocation

- Order validation (price, scheme, credit)
- Inventory check (plant / warehouse)
- Allocation and confirmation

3 Fulfilment & Dispatch

- Picking, packing and dispatch
- E-way bill / invoicing
- Shipment tracking (logistics partner)

4 Distributor Receipt & Sales

- Goods receipt confirmation
- Secondary sales to retailers
- Beat plan execution and market coverage

5 Returns, Claims & Reconciliation

- Return / damage handling
- Claims and deductions
- Invoice and payment reconciliation

Typical Systems Involved

- Sales Automation
- ERP (Orders, Inventory, Invoicing)
- Warehouse Management
- Logistics & Tracking
- Distributor & Retail Management
- Finance & Reconciliation

Common Operational Challenges in FMCG Distribution

- Data spread across multiple systems
- Manual reporting and reconciliation
- Limited visibility into distributor order status
- Delayed identification of exceptions (shortages, returns, claim mismatches)
- Difficulty in tracking scheme performance and distributor ROI

Opportunity

By better connecting existing systems and using AI-assisted analysis, FMCG companies can:

- Gain end-to-end visibility from order to sxcondary sales
- Reduce manual effort in reporting and exception handling
- Identify and resolve distributor issues faster
- Improve scheme effectiveness and market execution
- Enable data-driven decisions across sales, supply chain and finance

Primewayz Infotech Private Limited
Consulting | Integration | AI-Enabled Automation

This is an illustrative representation based on our understanding of typical FMCG distribution operations.
It is not an asssment of any prospect's current systems or processes.

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AI-Assisted Use Cases for FMCG Distribution Operations

Practical applications to improve efficiency, visibility and decision-making across distributor and sales operations

1 Order & Inventory Exception Monitoring



Identify and prioritise orders at risk due to stock shortages, price mismatches or credit issues.

Example insights

- Orders pending due to low stock
- Unusual order quantities
- Price or scheme deviations
- High risk customers (credit limit, payment delays)

2 Distributor Performance Insights



Analyse order patterns, sales trends and scheme effectiveness across distributors and regions.

Example insights

- Top / underperforming distributors
- Scheme ROI and uplift analysis
- Inactive outlets and coverage gaps
- Region-wise sales trend and forecast

3 Fulfillment & Logistics Tracking



Provide real-time visibility on dispatches, in-transit shipments and delivery confirmations.

Example insights

- Delayed or at-risk deliveries
- ETA prediction and alerts
- Freight and logistics performance
- Shipment exceptions (route, delay, damage risk)

4 Returns, Claims & Reconciliation



Automatically detect return trends, claim discrepancies and invoice mismatches for faster resolution.

Example insights

- Unusual return quantities
- Repeated claim patterns
- Invoice vs. goods receipt mismatches
- High value claim approvals and aging

5 Sales Team & Market Execution Support



Summarise field activity, outlet coverage and execution gaps to help sales leaders take timely action.

Example insights

- Missed beat plans
- Declining outlet offtake
- Low coverage or inactivity alerts
- Areas requiring focused attention

6 Executive Dashboards & Natural Language Insights



Provide an integrated view across sales, supply chain, finance and distributor operations with AI-powered summary and drill-down.

Example insights

- "Show today's pending orders by region"
- "Why did returns increase this month?"
- "Top 5 distributors by scheme uplift"
- "Forecast sales for next quarter"



Human Oversight. Practical Value.

Our approach combines your business knowledge with AI-assisted analysis to deliver reliable, explainable insights that support — not replace — your teams.

Better Decision Making

Higher Operational Efficiency

Stronger Distributor & Market Growth

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