

## **What Questions Should You Ask Your Snack Distributors**

A good distributor contributes to the growth of the supplier. Without the distributor, a company cannot grow. Therefore it's important to maintain a good relationship with your distributor.

Would change at supplier and customer level affect snack distribution?

You have a right to know if a change in the volume of supplies would affect snack distribution. Or if changes in dealership terms and conditions, prices of goods, fuel price hikes and other conditions would affect snack distribution.

You also should ask questions to know if increase or decrease in customers would affect distribution.

### **Do they have long-term plans?**

Any kind of business that doesn't have plans for the future of that business cannot last long. Long term business plans provide insights into the activities necessary to be performed to meet business goals. It gives the business direction and motivation. All businesses including snack distributors would at one point or the other face obstacles. Long-term strategies and plan will help prepare them for these obstacles and to overcome them.

### **What territories do they cover?**

It is important to ask about the territories the snack distribution covers so you would know if it's a territory with your target audience. And if your product is marketable in the territory. Dealing with distributors who distribute to territories that can't reach your target audiences would be a loss for you because the distributor wouldn't be able to make sales.

### **What is the snack distributor's relationship with communities and customers?**

Maintaining good relationships with business partners is relevant for a business growth. If your snack distributor does not have good relationships with their customers or with the communities they distribute too, with time, the customers would stop patronising them and would move on to distributors they feel more comfortable with and have better relationships with.

### **Why is the company interested in your product?**

Having genuine interest in a product as a distributor would motivate the distributor to go the extra mile to make sure that the goods would make good sales. Adverts would be run, promotionals and other marketing supports would be done to ensure adequate sales. However, if the distribution service does not have genuine interest in marketing your snack products, it would be better if their services is not employed.

### **Ask the snack distributors to share their success stories on similar, non-competing products**

## **they've sold**

If the snack distributor been questioned can give successful accounts of snacks similar to yours that have been marketed, then there's a high probability that the distributor would be able to successfully market your snacks.

## **How will defected, discontinued and expired products be handled?**

There are times distributors may not be able to market all of the snacks supplied. If they are unable to sell them till they expire would the goods be returned? What would happen to defected and discontinued goods? You and your distributor must agree on the terms with which these kinds of goods would be taken care of to avoid conflict.