



WHIMSICAL SOCIETY
PROCESSING & BLENDING



MICRO DISTRIBUTOR

A NEW ERA DISTRIBUTOR

EXPLANATION BUSINESS BRAND
GROWTH.





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EXPLANATION

MICRO DISTRIBUTION

Micro Distribution is the New Era Distribution. In this world of evolution of new business ideas, and technology those who do not update along with the upcoming technological business updation would be left un noticed.

Most business fail not because of the finance, but because of no updation of technology with their business. There in the traditional business of distribution most of the distributors have a aerial view approach towards their business. They stick on to their comfort zone and leave away their skills of exploration because of their vast territory service.

Moreover in a traditional distribution business , the distributor find difficult to match up to the demand because of their commercial constraints in investment, so the market is always explored half empty..

Many potential people keep away , or been left out because of the investment requirement needed in the form of a warehouse, delivery fleets and potential investment risk from the distribution business. Even though they find a brand to invest and start the support from the organization in promoting the brand would be meger.

A Micro Distribution - is a solution for all the challenges of a budding distributor or an existing distribution business man, because of flexibility it offers.

Anyone with a fire to win through commitment and smart operations would be a potential Micro Distributor. A Micro Distribution is a unique styled business design of Whimsical Society.





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BUSINESS

MICRO DISTRIBUTOR



A Micro Distributor, is a businessman with perfection. The precession in which the business design has been formatted would enable a individual to be a entrepreneur of world class.

Many business fail, because of non concentrative work or no vision. The companies use their distributors as a stock investing mechanism , and dump their produce even without analysing their potential. In a traditional distribution scenario the companies handle a sale made to the distributor as a final sale, and in normal course they build their targets keeping the distributors in mind, rather than the actual consumption of a consumer. This lay a platform for the failure .

A Micro Distributor - business design has been formatted to break away the flaws in the traditional business format.

Here a Micro Distributor plays a role of a consultant or a counselor to the retailers, the company believes when you give your input properly the output also would proper. This philosophy of our have given the strength to launch our products through a Micro Distributors.

A Micro Distributor handles only 100 geo mapped retailers consisting of Super Markets, Mini Super Markets, Big Medium Small Provision stores, Petty shops and Medical Shops in their respective territory. The business of the Micro Distributor is to provide immediate support to the retailers in their geo mapped territory in Inshop merchandise, Brand Visibility, Relationship branding, and most importantly a brand awareness to the consumers of their locality.

There is absolutely no need in investing on stock , fleets instead invest on systems and a new approach in distribution - In short begin a new era in distribution .



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BRAND

Healthy Habits

Healthy Habits- is a brand owned by Whimsical Society, and handled by the vision and strength of The Growers.

Healthy Habits, as the name states is a mix of products inducing the consumer to change themselves to healthy habits through use of healthy and organic products in their day to day, in a form of food or external beauty product. The company Whimsical invest our time and fortune in understanding the forgotten secrets of nature by us, to provide our consumer the best products in a hygienically packed manner.

Health Habits has a mix of various products to be launched, to the needs and preferences of the Consumers. Our expertise in this field of fast moving consumer goods markets has enabled to identify and create the best mix of product range totally organic. To accomplish our vision our own fields help supplying raw materials grown under stringent quality parameters. Right from the cultivation to end produce all the process have been outsourced to the best person/ organizations who adhere to the quality policies of us. This microscopic watch help us in creating a qualitative products ready to be consumed by the consumer.

Whimsical Society invest a large amount of monies in the area of quality and quality produced. Our activities have been outsourced or been developed keeping in mind the taste and preference of a consumer.

Whimsical Society - Under the brand Healthy Habits would be launching ready to serve fruit juices packed in spout packs soon. The other products such as gels, soap, shampoo, smoothie ready mix, toothpaste and many more on the pipeline. A Micro Distributor would be able to mine a fortune through us in the days to come .





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GROWTH

GROWTH PARAMETERS

The strength of a Micro Distribution design is the perfection in which the business is been done. Each retailers informations are stored with precise detailing which help the company and the Micro Distributors to plan their growth.

The investment in the technology to assist the business to be more precise targeting would enable a Micro Distributor to work above others in the industry and help them to overcome the hurdles.

The company provides the Micro Distributor every day activity plan through an application to support them in building a relationship with their retailers and understand their needs even without been asked for.

The Micro Distributor would always have an edge on their competition because of the limited size of market they handle and cut their cost of operation to a major extend due to the topography of their work.

The Micro Distributor have no other investment other than the Know how fee of Rs.20,000/- they invest for the backend technical support enable them to work hands free in the territory without the pressure of identification of financial assistance for their futuristic needs.

The advantages of entering into business with minimum investments , zero stock investment, no investment in fleets help a entrepreneur to grow with us.



Live Life Larger....



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Change to the future of Distribution



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