

Distributor Checklist Overview

This checklist guides and supports the identification and selection of suitable distributors. It covers key criteria to consider throughout the selection process. The goal is to ensure all essential requirements are met.

For detailed evaluations, including scoring and analysis, visit:
www.codada.com/distributor-evaluation.

1. General Information

- Distributor Name
- Contact Person & Details
- Year of Establishment
- Number of Employees
- Type of Company (e.g., sole proprietorship, partnership, corporation)
- Geographic Coverage (local, regional, national)

Notes: _____

2. Market Knowledge & Presence

- Familiarity with the target market/region
- Existing client base (relevant to your product)
- Key competitors in their portfolio
- Track record with similar products/brands
- Relationships with key retail channels (e.g., supermarkets, specialty stores)
- Proven sales history in your product category

Notes: _____

3. Infrastructure & Resources

- Adequate warehousing capacity
- Distribution network (owned or subcontracted)
- Delivery fleet (own or rented)
- Logistics capability (e.g., cold chain, dry goods)
- Use of technology for order management, inventory control, and CRM

Notes: _____

4. Sales & Marketing Capabilities

- Sales team size and structure
- Training programs for sales staff
- Marketing budget and capabilities (e.g., advertising, trade shows)
- Ability to conduct product demonstrations or sampling
- Experience in digital marketing and e-commerce
- Market development strategy for new products/brands

Notes: _____

5. Financial Strength & Stability

- Annual turnover
- Financial performance in the last three years
- Credit rating or references
- Payment terms offered (e.g., upfront, 30-60 days credit)
- Ability to handle high-value orders or upfront payments

Notes: _____

6. Compliance & Certifications

- Compliance with local regulations (import/export licenses, tax registration)
- Certifications related to product handling (e.g., ISO, HACCP)
- Documentation for legal operations (business licenses, insurance)

Notes: _____

7. Cultural Fit & Reputation

- Aligned with your brand's vision and values
- Reputation in the market (e.g., trustworthiness, reliability)
- Feedback from other producers or suppliers
- Online presence (website, social media activity, customer reviews)

Notes: _____

8. Communication & Reporting

- Frequency and quality of communication
- Reporting capabilities (sales data, market feedback)
- Language proficiency (relevant for your target markets)

Notes: _____

9. Contractual & Negotiation Aspects

- Willingness to sign an exclusive or non-exclusive agreement
- Flexibility in negotiation (terms, pricing, exclusivity)
- Penalties for non-performance
- Terms for termination or renewal of contract

Notes: _____

10. Sustainability & Future Potential

- Plans for growth in the next 3-5 years
- Investment in new technology or resources
- Interest in long-term partnerships
- Readiness to adapt to changing market trends (e.g., health, sustainability)

Notes: _____

Overall Notes: _____

Disclaimer:

This checklist is a general guide and may not cover all criteria needed for specific cases. Additional questions or requirements may arise based on individual business needs or market conditions. For a more detailed approach or tailored consulting, CODADA is available for further discussions.

CODADA | Market Expansion Experts

✉ info@codada.com

🌐 www.codada.com