

# Go-to-Market Strategy (GTM)

*Simplified*

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A FMCG start up strategy is to launch a Toothpaste.  
The below are company details.

- Company name: Color Bucks
- Toothpaste name: D-Care.
- Type of paste: Gel Paste.
- SKUs: 30G,50G, 100G,150G
- Manufacturing unit & office based at: Vizag (AP state in India).



# **How to prepare a step by step Go-to-Market (GTM) strategy to launch toothpaste.**



# Go-to-Market (GTM)

## What is Market

- Market is a place to buy & to sell.
- Market is the place where shops are located.
- A Market is a place where two parties can gather to facilitate the exchange of goods and services.
- The market be physical like a retail outlet.



Color Bucks wants to Go-to-market with Toothpaste launch.

But which Market

Whole world?

Only America?

Only Europe?

Only india?

Or

Any other market?

This 1<sup>st</sup> step in GTM Strategy to decide which market to launch



Based on market, purchasing power, logistics cost, reachability etc. The company decided to launch in Andhra Pradesh state first.

Now to decide to launch total AP state ? or some towns?  
Urban market ? or Rural market ? Etc.

Company decided to launch in urban markets > 5 Lakh population towns.

Now the GTM Strategy is ready to launch state, towns.



Next step is what type of outlets to launch.

To launch all available outlets ? or

Only Modem trade ? or

General trade? Etc.

Company classified outlets as A class, B class, C class and D class based on purchasing power.

Now the strategy is to launch in A, B & C class outlets.



Now Go-to-Market strategy is ready.

A B & C class  
Outlets

Urban Market

> 5 Lakh  
population towns

AP State





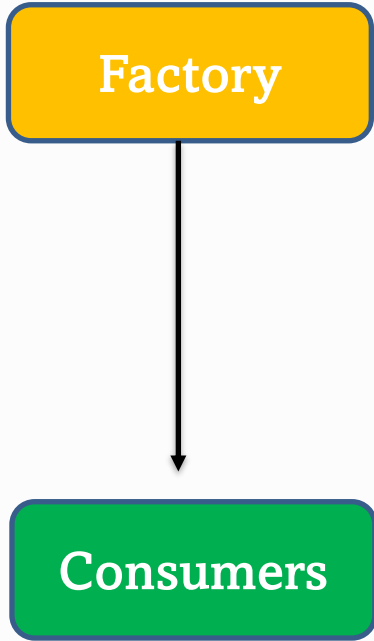
**The next question is**

**How to reach  
these markets ?**

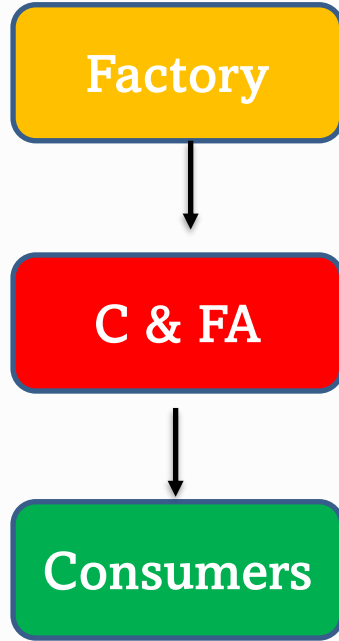


# The below are the options to reach these markets

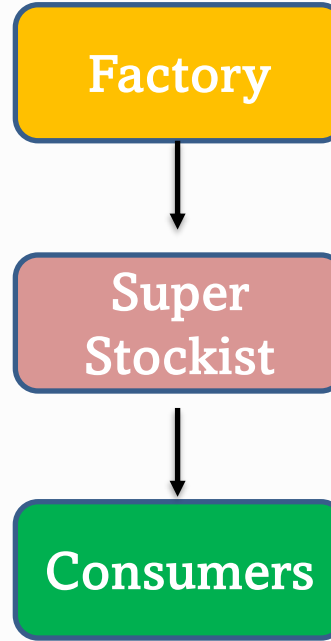
Option-1



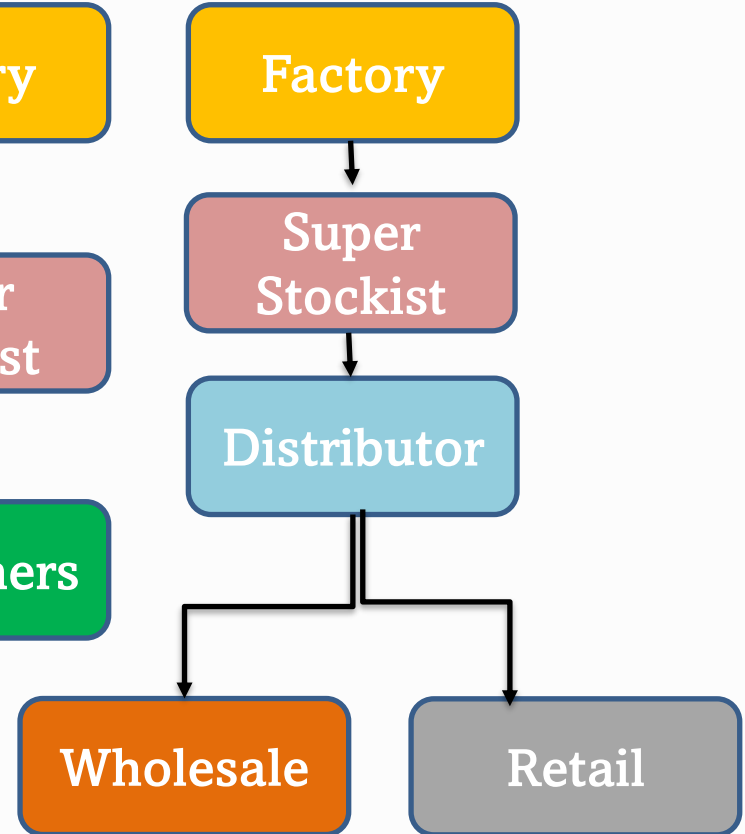
Option-2



Option-3



Option-4



## **Company's strategy is to go with option-4**

Now the question is how many Super stockiest and how many distributors.

The strategy is to have:

One Super stockiest for every 5 towns.

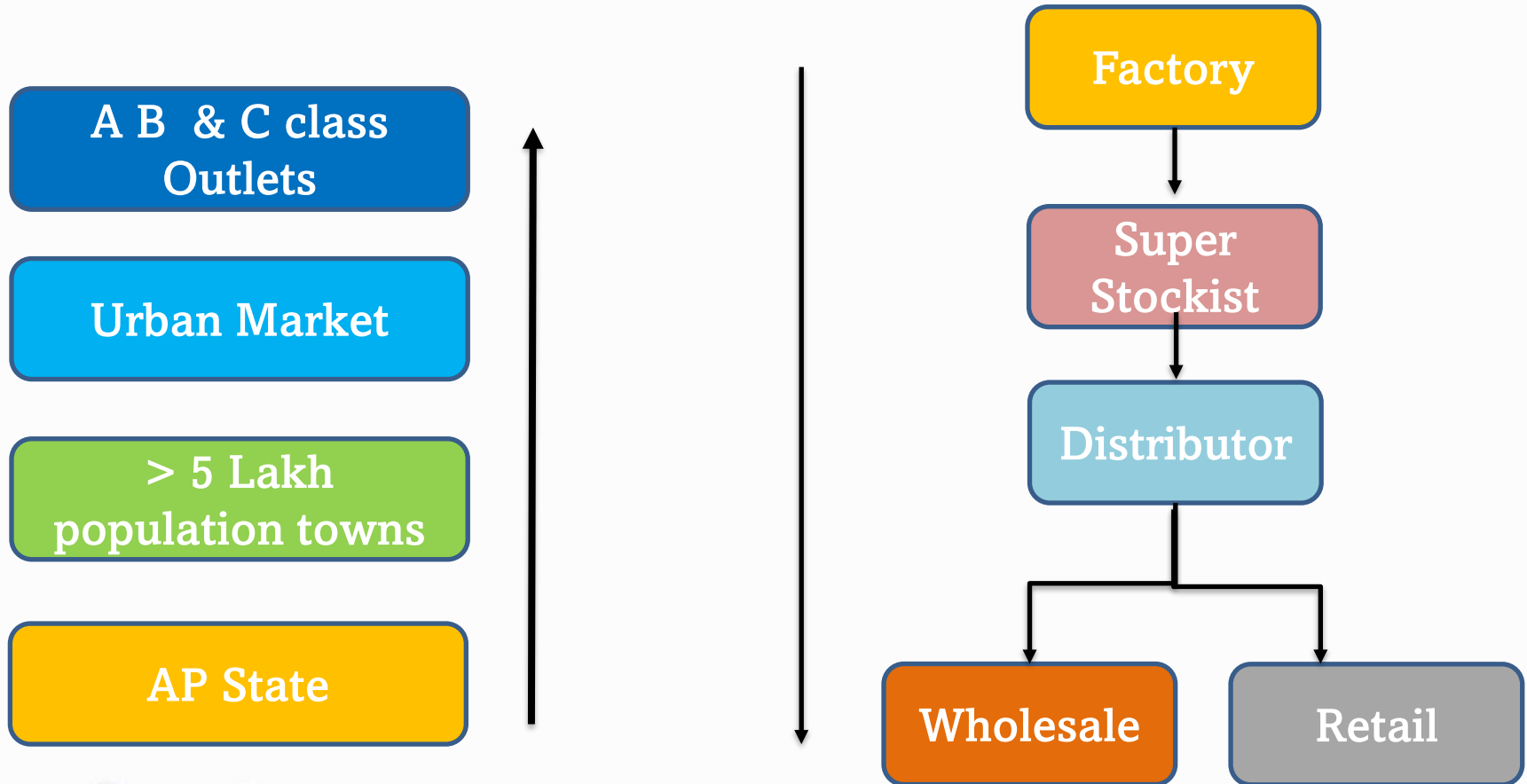
Three distributors for  $> 10$  lakh population towns

Two distributors in  $> 5$  lakh population towns.

One distributors for  $< 5$  lakh population towns.



Now Go-to-Market complete strategy is ready.



**Next strategy is to prepare**

**Route-to- Market**

**RTM**



**Thank you very much**

**Abdul Gafoor**

