



How to Get Your Products into Supermarkets

David A. Weiss, Bruce N. Corson

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This report discusses how to get your product into supermarkets. Outlining the 1001 steps involved in getting a product into supermarket distribution, this book covers what you have to do, the roles of brokers and wholesalers, getting the appointment with buyers and buying committees, the all-important presentation, slotting fees, promotional allowances and more. It features a case history showing how one company attained supermarket distribution, as well as the names and addresses of leading US supermarket chains.

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