

## End of Year Strategy Optimization Checklist

There's nothing like the last quarter of a fiscal year to make a business look back, amend, and plan forward. There are many ways to do this; this guide is the summary of our 100+ experience in the FMCG world to guide you through the optimization of your strategy for revenue growth.

### #1 Check on your consumer

- What were the major shifts experienced by your consumer in the last 9 months? (*geo-political, economical, social issues*)
- How has that affected their relationship with purchasing from your category?
- What were the consumption trends that lasted through the year?



### #2 Check your product

- What is your market share? And how is the overall category performing?
- Are your product features still aligned with your consumers' priorities?
- Does your packaging check the boxes of grabbing attention, following government mandates and allowing for functionality?
- Has your pricing and promotion strategy been rewarding? Can it improve?
- What are your 'benchmark competitors' doing that is helping them win or lose in the market?
- Is there room for improvement in your overall product line?

### #3 Check your distribution strategy

- What were the successful and unsuccessful channels in this last year?
- Where are your customers expecting to find products from your category?
- Is your product optimally placed on the shelf (both online and offline)?
- Are there new regions that might serve your objectives better?



### #4 Check your data

- Are your data sources reliable enough (accurate and complete) to base your decision on?
- Are you collecting the right data in connection to your business' needs?
- Is the data being analyzed correctly to help with segmentation and predictive measures?



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