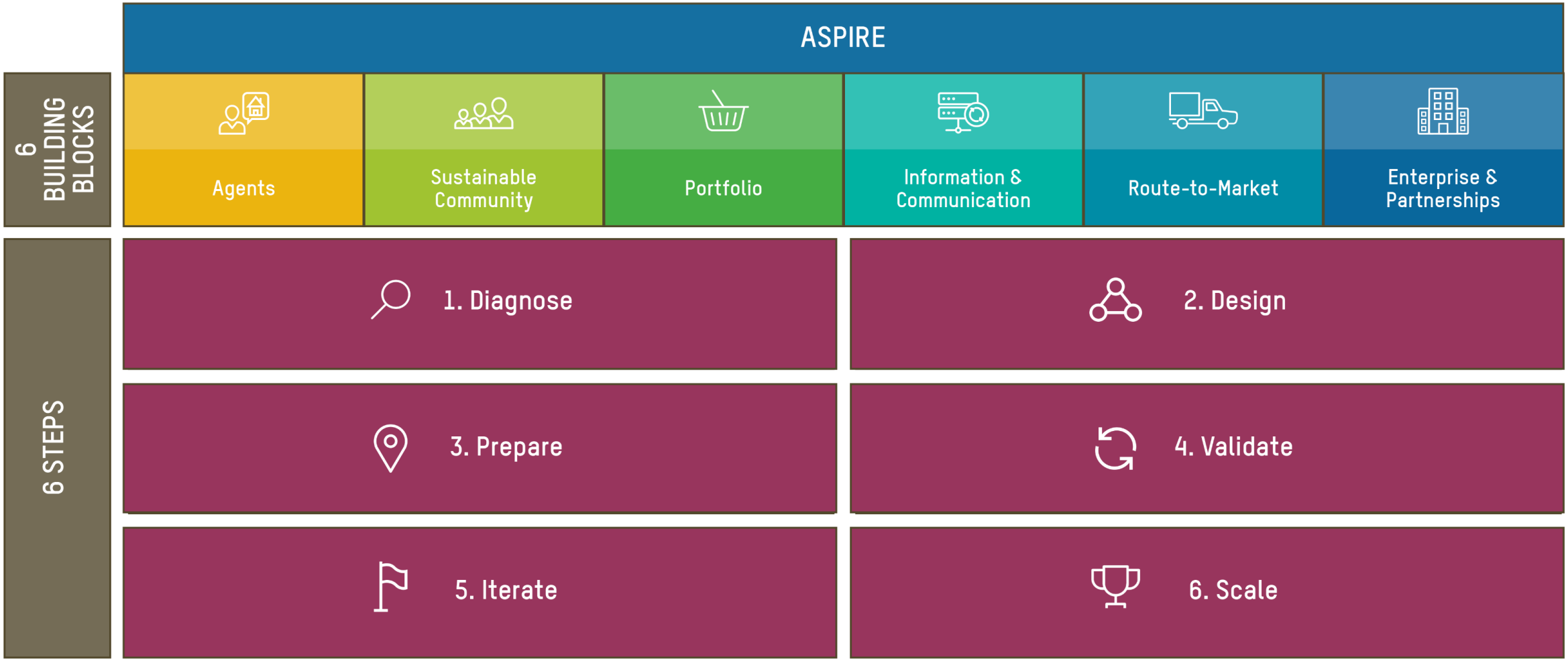
ASPIRE FRAMEWORK FOR INCLUSIVE DISTRIBUTION

Unilever

BoP INNOVATION CENTER



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6 BUILDING BLOCKS	ASPIRE					
	Agents	Sustainable Community	Portfolio	Information & Communication	Route-to-Market	Enterprise & Partnerships
	Profile and Recruitment	Commercially Viable Sales Locations	Right Price and Right Mix for the Right Audience	End-to-End Platform	Supply Chain Territory Management and Trade Terms	Partner Co-Investment
	Training and Development	Collaboration with Public Authorities	Value Adding Services	Additional Efficiency Enhancing Tools	Channel Branding	Enterprise Management and Business Case
	Finance and Incentives	Integrated Community Engagement	Demand Creation	Digital Innovation Unlocking Future Markets	Perfect Selling	Measurement, Evaluation and Impact Assessment