

**THEORY OF CONSTRAINTS TO IMPROVE PERFORMANCE IN FMCG  
DISTRIBUTION CHANNEL: A CASE STUDY**

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**Abstract:**

**Purpose-**The paper presents Theory of Constraints to improve Performance in FMCG distribution channel and sales force performance management.

**Design-** This paper is case study based on TOC implementation in an FMCG company in India, followed by an opinions survey of the company executives and distributors on TOC.

**Findings-**TOC results in reduction of inventory of distributor and retailers, an increase in their ROI, improvements in both Productivity and TLSD of the company sales force resulting in strengthening of relationship among the FMCG channel members.

**Originality-**This paper provides original case study and insight on the benefits resulting from TOC implementation

**Keywords:** FMCG, TOC, ROI, TLSD

**Paper type-**Case study

**Biographical notes:**

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