

# The GCC Retail Field Execution Playbook

A premium operating guide for store coverage, launch readiness, route governance and KPI control across Saudi Arabia, UAE and the wider GCC.



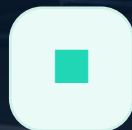
Store



Route



Evidence



KPI

Built for sales, trade marketing, retail operations and channel leaders.



# From field activity to store-level certainty

The GCC retail environment rewards brands that can execute consistently at store level. The operating model has to connect store coverage, route discipline, evidence capture and KPI governance into one rhythm.

## 01

### COVERAGE MODEL

Store tiers, city clusters and route capacity.

## 02

### EVIDENCE MODEL

Photos, issues and proof of completed work.

## 03

### GOVERNANCE MODEL

Weekly scorecards and escalation cadence.

### The operating equation

**Right doors + right visit rhythm + right evidence + right coaching = controllable retail execution.**



## What leaders need

- 1 Which doors matter most?
- 2 Which visits prove compliance?
- 3 Which issues need escalation?
- 4 Which KPI changes the next decision?

# Design coverage around market reality

Saudi Arabia and the UAE need different coverage logic. Store density, mall formats, travel time and account ownership should shape the field model before headcount is approved.

## 01 Store tiering

Classify doors by revenue, strategic value, visibility and service intensity.

## 02 City clustering

Group routes by practical travel patterns across Riyadh, Jeddah, Dammam, Dubai and Abu Dhabi.

## 03 Visit frequency

Set weekly, fortnightly and launch-period intensity by tier.

## 04 Reserve capacity

Protect campaigns, leave, attrition and peak trading periods.



# A practical matrix for store coverage decisions

A disciplined program separates strategic stores, continuity coverage and launch-period support. This prevents over-servicing low-value doors and under-serving the doors that shape sell-out.

| Door Type           | Visit Logic                  | Evidence Required                                | Manager Review          |
|---------------------|------------------------------|--------------------------------------------------|-------------------------|
| <b>A doors</b>      | Weekly or launch intensity   | Display, pricing, stock, issue photos            | Weekly exception review |
| <b>B doors</b>      | Fortnightly or campaign-led  | Core compliance and issue evidence               | Bi-weekly trend review  |
| <b>C doors</b>      | Sampled or distributor-led   | Risk-based checks                                | Monthly coverage scan   |
| <b>Launch doors</b> | Burst coverage for 2-6 weeks | Before/after, fixture readiness, staff readiness | Daily launch dashboard  |

# Make every visit predictable without making every store identical

Each visit should have a task pack, photo evidence requirement, escalation rule and manager review cadence. The rhythm should be simple enough for the field and useful enough for leadership.



## Design principle

**If a visit cannot be planned, evidenced, escalated and reviewed, it is activity - not controlled execution.**



# Track fewer metrics, but make them decision-grade

The goal is not more reporting. The goal is faster decisions: where coverage is weak, where standards are slipping and where managers must intervene.



## Visit completion

Completed visits vs approved plan

## Photo compliance

Required proof captured and accented

## Issue ageing

Speed from observation to closure

## Attrition risk

Unplanned exits and replacement readiness

## Time variance

Actual in-store time vs planned task load

## Planogram adherence

Display aligned to agreed standards

## Training status

Certification and refresh completion

## Buyer confidence

Quarterly feedback and service trust

# Before a launch goes live, test the operating system

A launch deployment needs more than recruitment. It needs coverage logic, field permissions, reporting templates, issue ownership and escalation rules before the first store visit.

## People



88%

Roles, backup pool and supervisor ratio are locked.

## Training



76%

Product, merchandising and reporting standards are certified.

## Routes



82%

Store list, clusters and frequency matrix are approved.

## Evidence



71%

Photo tasks, issue reasons and dashboards are configured.

## Governance



93%

Weekly owners and escalation timelines are agreed.

**READY**

when field  
activity can be  
seen, scored  
and improved  
before launch  
pressure starts.

**GO / NO-GO**

# Turn field evidence into a management rhythm

Strong execution programs create confidence because buyers can see what changed, where issues remain and what the field team will do next.

## Daily

Attendance, visit completion, urgent issue queue

## Weekly

Store exceptions, coaching actions, route performance

## Monthly

Tier coverage, campaign compliance, cost-to-serve view

## Quarterly

Buyer feedback, channel priorities, operating model changes





## Six questions to sharpen the next program review

1

Which cities and store tiers are currently over-served or under-served?

2

Can every critical visit be proven with time, location and visual evidence?

3

Which recurring issues are still unresolved after seven days?

4

Do supervisors coach from evidence or only from attendance?

5

What reserve capacity exists for launches, Eid peaks, mall campaigns and attrition?

6

Which KPI would most quickly improve buyer confidence this quarter?

CHANNELPLAY MIDDLE EAST

# Need a retail execution model for Saudi Arabia, UAE or the wider GCC?

Channelplay can help plan coverage, deploy field teams and govern performance through practical KPI dashboards and store-level evidence.

**Start with a field execution review**

[channelplay.me/contact-us](https://channelplay.me/contact-us)

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