
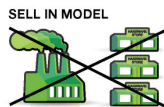
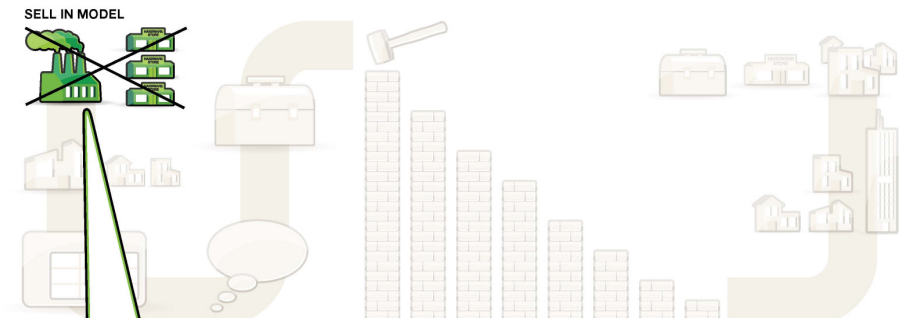


Go to Market Strategy

 **James Hardie**

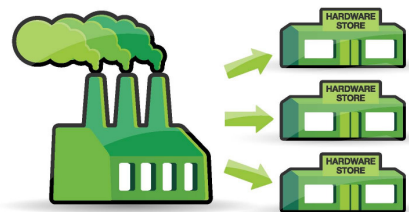
1

SELL IN MODEL

Traditionally, building materials suppliers often go to market using a **'sell-in model'**. This means that the focus is on **filling the channel** – perhaps doing promotional deals with distributors to assist.

It's in part driven by the fact that the manufacturer may be one of a number of suppliers and **needs to compete for shelf space and mindshare**. The channel would then supply what was demanded by builders and other users.



2

