

Trade-Roots Capability Statement

Commercial, distribution and retail execution capability overview

Capability Areas

- Importation support - product readiness, documentation context and portfolio presentation.
- Warehousing readiness - availability, stock discipline and fulfilment planning.
- Distribution movement - channel, territory, hub and route thinking.
- Retail execution - shelf visibility, merchandising support and buyer confidence.
- Brand building - protecting supplier identity while making products commercially understandable.
- Market intelligence - category, product and buyer context to support better decisions.

Business Outcomes

- Cleaner supplier conversations.
- Stronger buyer confidence.
- Improved product presentation.
- More structured route-to-market planning.
- Better handoff from digital interest to commercial enquiry.

Verification Note

- Numerical claims such as years in business, fleet size, counties covered, warehouses, team size and retail touchpoints must be confirmed by Trade-Roots before final use.

Document status	Professional draft - final facts pending verification
Prepared for	Trade-Roots website handoff and client review
Recommended use	Internal review, proposal support and approved external handoff