

## Distribution Capability Overview

*A structured approach to UK wholesale distribution.*

*Family-owned. Est. 2022. Selective by standard.*

### WHO WE ARE

Do4You Limited is a family-owned UK wholesale distributor, operating from the Midlands and reaching retailers across England's most active trading corridors. We work exclusively with physical, brick-and-mortar trade — online and marketplace channels only with brand approval and alignment.

We take on a deliberately small number of brand partners at any one time, because active distribution requires actual attention — and attention doesn't scale infinitely.

### BY THE NUMBERS

#### Est. 2022

3+ years building  
retailer relationships

#### 35+ Locations

Active across the  
Midlands corridor

#### 12 Brand Partners

Deliberately small,  
actively represented

#### 4-Week Cycles

Structured replenishment  
as standard

### WHAT MAKES US DIFFERENT

#### Pricing Protection

Agreed pricing tiers across our retailer network, monitored and corrected — not hoped for.

#### Channel Discipline

Physical retail as standard. Online channels only with brand approval and alignment.

#### Visibility & Reporting

You see where your stock is, who's reordering, and how things are moving — in cycles short enough to act on.

#### Selective Partnerships

Every brand we place has to perform on shelf, because our retailer relationships depend on it.

## HOW THE PARTNERSHIP WORKS

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### 01 Brand Enquiry

You tell us about your brand, your category, and what you're trying to achieve. Every enquiry is read by a human. You'll hear back within two working days.

### 02 Discovery Call

If there's a fit, we arrange a call to understand where you are, where you want to be, and whether we're the right partner. We agree what success looks like — measurably.

### 03 Onboarding & Agreement

We agree pricing tiers, replenishment cycles, retailer placement strategy, and exit terms. Front-loaded structure prevents back-loaded problems.

### 04 Active Distribution

Your brand is placed, priced, and represented. Reorders run on agreed cycles. Sell-through is reported back. If something isn't working, you hear from us first.

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## WHAT PROTECTS YOUR BRAND

- Pricing protection written into the agreement, not promised verbally
- Defined retailer placement strategy — not 'wherever we can'
- Agreed replenishment cycles reviewed at agreed intervals
- Full visibility into stock placement, sell-through, and reorder patterns
- Clean exit terms if either side needs to step away

## Ready to talk?

We take on a limited number of brand partners at a time.

Start a conversation: [info@do4youdistribution.com](mailto:info@do4youdistribution.com)

## CONTACT

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