# Training Course:
## Fast Moving Consumer Goods Analytics Framewor

*17 - 28 June 2024*
*Kuala Lumpur (Malaysia)*
*Royale Chulan Kuala Lumpur*

Training Course code: PU234571  From:  17 - 28 June 2024  Venue:  Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees:  7425  Euro

## Introduction

Effective use of analytical capabilities will enable FMCG companies to cope with and even benefit from the key trends impacting FMCG. In the Marketing/Sales process of the FMCG value chain, analyses are geared towards improving commercial performance and customer-centricity.

## Course Objectives of Fast Moving Consumer Goods Analytics Framewor

### Key Trends impacting FMCG:

### Using Analytics to stay ahead:-

1. Unfulfilled economic recovery for core consumer segments
2. Health, wellness and responsibility as the new basis of brand loyalty
3. Pervasive digitization of the path to purchase
4. Proliferation of customization and personalization
5. Continued resource shortages and commodity price volatility

## Course Outline of Fast Moving Consumer Goods Analytics Framewor

### FMCG Analytics Framework

### Analytic capabilities for better decisions across the FMCG value chain

### First week:

### FMCG Analytics Framework -Marketing/Sales

In the Marketing/Sales process of the FMCG value chain, analyses are geared towards improving commercial performance and customer centricity

1. Digital Analytics
2. Brand Analysis
3. Marketing Mix ROI
4. Pricing Strategy
5. Trade Promotion Effectiveness
6. Competitor Intelligence

### The discussion of each part have a case study

### FMCG Analytics Framework -Manufacturing

In the Manufacturing process of the FMCG value chain, analyses are focused on optimizing production processes

taking in consideration forecasting, planning, efficiency and risk exposure

1. Production Forecasting Optimization
2. Production Efficiency
3. Workforce Safety
4. Asset Analytics
5. Production Planning
6. Quality Analytics

The discussion of each part have case study

Second week:

FMCG Analytics Framework -Logistics

In the Logistics process of the FMCG value chain, analyses are focused on optimizing delivery, shipments and warehousing performances.

1. Location Analytics
2. Inventory Diagnostics
3. Resource & Route Optimization
4. Supply Chain Diagnostics
5. Fulfillment Intelligence
6. Reverse Logistics

The discussion of each part have case study

FMCG Value Chain -Business Management & Support

In the Support process of the FMCG value chain analyses are focused on determining potential improvements in the organization

1. Workforce Analytics
2. Sustainability Analytics
3. Finance Analytics
4. Business Process Analytics
5. Program/portfolio analytics

The discussion of each part have case study

## Registration form on the Training Course:
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