



*Training Course:  
Fast Moving Consumer Goods Analytics  
Framework*

*30 June - 11 July 2025  
Casablanca (Morocco)  
New Hotel*

## Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 30 June - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 7000 € 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.

### Objectives

#### Unfulfilled economic recovery for core consumer segments

- Health, wellness and responsibility as the new basis of brand loyalty
- Pervasive digitization of the path to purchase
- Proliferation of customization and personalization
- Continued resource shortages and commodity price volatility

### Outline

#### 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
- Digital Analytics
- Brand Analysis
- Marketing Mix ROI
- Pricing Strategy
- Trade Promotion Effectiveness

- 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

- Production Forecasting Optimization
- Production Efficiency
- Workforce Safety
- Asset Analytics
- Production Planning
- 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.

- Location Analytics
- Inventory Diagnostics
- Resource & Route Optimization
- Supply Chain Diagnostics
- Fulfillment Intelligence
- 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

- Workforce Analytics
- Sustainability Analytics
- Finance Analytics
- Business Process Analytics
- Program/portfolio analytics

The discussion of each part have case study

## Registration form on the Training Course: Fast Moving Consumer Goods Analytics Framework

Training Course code: PU234571 From: 30 June - 11 July 2025 Venue: Casablanca (Morocco) - New Hotel  
Training Course Fees: 7000 € Euro

Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
+201095004484 to  
provisionally reserve your  
place.

Fax your completed  
registration  
form to: +20233379764

E-mail to us :  
info@gh4t.com  
or training@gh4t.com

Complete & return the  
booking form with cheque  
to: Global Horizon  
3 Oudai street, Aldouki,  
Giza, Giza Governorate,  
Egypt.