

FMCG ACADEMY

Fast-Moving Consumer Goods

Leadership, data and supply chain skills for fast-moving markets.

Programmes for FMCG companies on leadership, operations, data analytics, supply chain, sustainability, distributor partnerships, trade marketing and customer service.

8

practical courses for managers and core staff

3

ways to learn: in-house, open-house and online or blended

200+

clients served by CDC Consult since 2003

The courses at a glance

Eight programmes for FMCG manufacturers and their teams, from leadership and operations to data, supply chain, sustainability and the trade. Each uses industry scenarios and can be tailored to your business.

- 01 Strategic Leadership for High-Performance FMCG Teams**
Lead FMCG teams to win in a fast-moving, competitive market.
- 02 Building and Managing High-Impact FMCG Operations Teams**
Run warehousing, fleet and logistics teams that deliver.
- 03 Data Analytics & Performance Dashboarding for FMCG Teams**
See sales and stock performance clearly, and act on it.
- 04 Supply Chain & Inventory Optimisation for FMCG Efficiency**
Cut stock-outs and waste from production to last mile.
- 05 Integrating Sustainability into Business Strategy**
Embed sustainability into strategy, operations and the bottom line.
- 06 Building Competitive Advantage Through Distributor Partnerships**
Turn distributors into a lasting competitive advantage.
- 07 Effective Trade Marketing & Merchandising for Market Growth**
Win at the shelf with stronger visibility and availability.
- 08 Delivering Exceptional Customer Service in FMCG Markets**
Deliver service that keeps trade customers coming back.

WHO SHOULD ATTEND

Executives, middle managers and supervisors; operations, warehouse, fleet and supply chain teams; sales, trade marketing and merchandising teams; analysts; and sustainability and CSR leads in FMCG companies.

CHOOSE HOW YOUR TEAM LEARNS

In-house

Customised training delivered at your premises, for your teams only.

Open-house

Scheduled sessions at a neutral venue, learning alongside peers from other companies.

Online and blended

Through Adanson, CDC's e-learning platform, with progress tracking and certificates.

COURSE 01 · CDC-FMCG-01

Strategic Leadership for High-Performance FMCG Teams

Lead FMCG teams to win in a fast-moving, competitive market.

Participants explore leadership styles, performance management frameworks, and how to influence, coach and drive results in dynamic sales and operational environments.

MODULES

1. Leadership Foundations for FMCG Environments
2. Decision-Making, Problem-Solving & Cross-Functional Collaboration
3. Leading Through Change, Competition & Market Shifts
4. Communication for Motivation, Accountability & Execution

WHO SHOULD ATTEND

Middle managers · Supervisors · Team leaders · Departmental managers · Regional coordinators

COURSE 02 · CDC-FMCG-02

Building and Managing High-Impact FMCG Operations Teams

Run warehousing, fleet and logistics teams that deliver.

Participants learn to create efficient workflows, manage daily performance, reduce operational risk and build teamwork in fast-moving environments.

MODULES

1. Structuring High-Performing Operations & Supply Teams
2. Workflow Optimisation & Performance Monitoring
3. Managing Logistics Challenges & Market Replenishment
4. Coaching & Mentoring Frontline and Warehouse Teams

WHO SHOULD ATTEND

Operations managers · Warehouse supervisors · Fleet managers · Supply chain team leads

COURSE 03 · CDC-FMCG-03

Data Analytics & Performance Dashboarding for FMCG Teams

See sales and stock performance clearly, and act on it.

Introduces the analytics tools and dashboards used to track sales, market execution and stock, and how to turn data into insight for decisions.

MODULES

1. Introduction to FMCG Data Analytics & Dashboarding Tools
2. Reading and Interpreting KPIs & Market Performance Indicators
3. Turning Data into Actionable Business Insights
4. Hands-On Practice with FMCG Datasets and Live Dashboards

WHO SHOULD ATTEND

Sales analysts · Trade marketing teams · Operations analysts

COURSE 04 · CDC-FMCG-04

Supply Chain & Inventory Optimisation for FMCG Efficiency

Cut stock-outs and waste from production to last mile.

Participants explore demand forecasting, stock planning, replenishment cycles and inventory control across the end-to-end FMCG supply chain.

MODULES

1. End-to-End FMCG Supply Chain Fundamentals
2. Demand Forecasting & Replenishment Planning
3. Warehouse Management & Logistics Coordination
4. Identifying and Mitigating Supply Chain Risks

WHO SHOULD ATTEND

Supply chain officers · Warehouse staff · Inventory controllers · Logistics coordinators

COURSE 05 · CDC-FMCG-05

Integrating Sustainability into Business Strategy

Embed sustainability into strategy, operations and the bottom line.

Covers ESG frameworks, sustainable supply chain practices, resource efficiency and responsible business approaches for FMCG organisations.

MODULES

1. ESG Frameworks and Their Relevance to FMCG Value Chains
2. Sustainable Sourcing, Manufacturing & Distribution Practices
3. Conducting Environmental & Social Risk Assessments
4. Embedding Sustainability Goals into Strategy and Brand Positioning
5. Sustainability Reporting & Stakeholder Communication

WHO SHOULD ATTEND

CSR teams · Sustainability leads · Executive management · Operations and compliance officers · Environmental and safety managers

COURSE 06 · CDC-FMCG-06

Building Competitive Advantage Through Distributor Partnerships

Turn distributors into a lasting competitive advantage.

Through industry case studies, participants explore partnership models, joint planning and engagement tools that strengthen the manufacturer–distributor bond.

MODULES

1. Understanding the Distributor–Manufacturer Value Chain
2. Partnership Engagement Models that Build Distributor Loyalty
3. Developing Joint Business Plans for Market Expansion
4. Strengthening Route-to-Market Communication & Collaboration

WHO SHOULD ATTEND

Marketing managers · Sales managers · Territorial managers · Distributor relationship managers

COURSE 07 · CDC-FMCG-07

Effective Trade Marketing & Merchandising for Market Growth

Win at the shelf with stronger visibility and availability.

Hands-on skills in merchandising standards, shelf management, point-of-sale execution, planogram compliance and promotional activation.

MODULES

1. Merchandising Standards & Shelf Management
2. Point-of-Sale Execution & Planogram Compliance
3. Designing and Implementing Trade Marketing Activations
4. Monitoring & Reporting Retail and Wholesale Activation Performance

WHO SHOULD ATTEND

Merchandisers · FMCG sales representatives

COURSE 08 · CDC-FMCG-08

Delivering Exceptional Customer Service in FMCG Markets

Deliver service that keeps trade customers coming back.

Practical skills for serving retailers, wholesalers and distributors consistently well in fast-moving, high-pressure trade channels.

MODULES

1. Understanding FMCG Customer & Trade Dynamics
2. Building Strong, Professional Distributor Relationships
3. Managing Complaints and Trade Issues Professionally
4. Service Excellence Techniques for Loyalty & Repeat Purchase
5. Linking Service Quality to Sales Performance & Brand Visibility

WHO SHOULD ATTEND

Sales representatives · Distributor relationship managers and officers · Depot and branch frontline staff

HOW EVERY PROGRAMME WORKS

Learning you can measure

1 Baseline test

A pre-assessment pitches facilitation at participants' level and shows learning gaps.

2 Practical delivery

Case studies, group work and real-world exercises, tailored to your business.

3 Outcome test and evaluation

A post-assessment measures improvement, with feedback within 24–48 hours.

Bring these programmes to your business

- 1 Tell us what your teams need**
Choose one course or several, and the teams you want to reach, from the boardroom to the warehouse.
- 2 Receive a tailored proposal**
We adapt content, duration and format to your business, with dates and a quotation.
- 3 Train in-house, open-house or online**
Delivered at your premises, at a public session, or through Adansonia, with assessments and an evaluation report.

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