

Fundamentals of CPG (Consumer Packaged Goods)

Target Audience

This program is designed for people who sell or market to CPG companies. It is suited to all customer facing and product development staff in companies selling to CPG businesses.

This course provides an overview of the Consumer Packaged Goods (CPG) industry enabling more effective sales calls and closer partnerships with CPG companies.

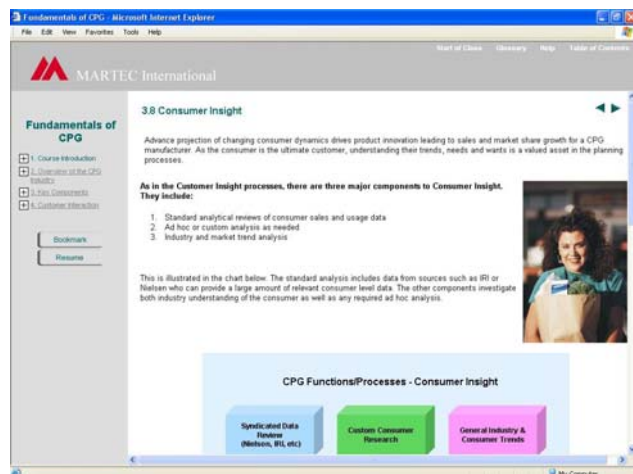
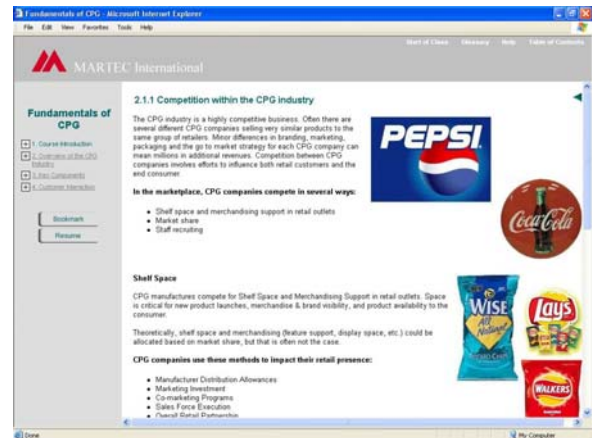
Objectives of the Program

By the end of the program, students will be able to do the following:

- Identify the different categories of CPG.
- Understand the responsibilities of each operational area of a CPG company.
- Define the key performance indicators used by CPG companies.
- Understand the role of the Category Business Team.

The Solution

Fundamentals of CPG is a self-paced web-based training program. All the student needs to run the program is access to a PC and a web browser. The program is hosted on Martec's web site and offered at a one-time fee of \$40 (€29 and £25) per student. Upon payment, an account number and password are issued, which are valid for three months. The program takes 1-2 hours to study, depending on the student. Each of the three modules contains approximately 20-30 minutes of material and we recommend students study the material one module at a time to maximize learning retention. Within the purchased period, students can re-visit the material as often as they wish.



The program includes a variety of interest generating features and mastery tests for each module. The student sees his or her own test scores immediately. As an option, we can supply company management with the students' test scores so that progress can be tracked.

For companies with a large team to be trained, the program can be installed on an internal server for repeated use by the whole team. Call us for pricing.

A demonstration is available free of charge from Martec's home page at www.martec-international.com. Click on the link found there to review a sample lesson.



Program Contents

Lesson Title

- 1 Course Introduction**
 - How to use this Course

- 2 Overview of the CPG Industry**
 - Overview of the Consumer Packaged Goods Industry
 - Challenges & Trends
 - Organizational Structure of a CPG Firm
 - Marketing
 - Sales
 - Finance
 - Research & Development (R&D)
 - Packaging Engineering
 - Manufacturing/Operations
 - Quality
 - Logistics
 - Legal
 - HR – Human Resources
 - Information Technology (IT)
 - Overview of the CPG Industry Mastery Test

- 3 Key Components**
 - Fundamental Key performance Indicators for CPG
 - The Role of Supply Chain in CPG
 - Collaboration with Retailers
 - Forecasting
 - Following the Trends
 - New Item Introduction Process
 - Customer Insight
 - Consumer Insight
 - Product Development
 - Assortment Planning
 - The CPG Key Components
Mastery Test

- 4 Customer Interaction**
 - Marketing
 - Advertising/Promotions
 - Category Management
 - The Role of Wholesalers and Brokers
 - CPG Functional Processes
Mastery Test

Order Form –CPG (Consumer Packaged Goods) E-Learning Course



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