Martec International

Retail and Consumer Goods Knowledge Bank

Objectives

The objectives of the Retail and Consumer Goods Knowledge Bank are to help you:

- When you need more depth of information on retailing or the consumer goods sector
- When you need a key piece of knowledge right NOW!
- When you want to prepare for an important business meeting
- When you need to address a specific problem in either the retail or the consumer goods manufacturing industries
- When you need to develop a sales plan or key account plan
- Download useful tools and job aids, which you can use day to day.

Description

The retail and consumer goods Knowledge Bank is a cross between a knowledge bank of retail and consumer goods industry information and an Electronic Performance Support System (EPSS). It is organised as a curated online knowledge bank to help those new to the industry, or with more experience, find specific pieces of knowledge to help them perform their roles more successfully. In addition to the content, there is a series of downloadable tools and job aids to help users in their day-to-day tasks.

The content is curated to help a specific set of job functions with their industry information needs. It is available as a cloud service anywhere there is Internet access and is also mobile friendly.

Access to the Knowledge Bank is provided to individuals who can buy a single user licence via /userfiles/file/access-to-the-retail-and-consumer-goods-industry-wiki-and-epss-2025.pdf and to corporate clients by special quotation.

Who Is It For?

- New hires to retailers, consumer goods companies, wholesalers, logistics, and technology or IT related service providers, working in the retail or consumer goods manufacturing industries.
- Retailers in all the core retail functions, such as buying, merchandising, store operations, e-commerce, marketing, finance, warehousing and distribution, supply chain management, human resources, etc.
- Consumer goods personnel working in sales, marketing, trade promotion management, category management, planogramming, manufacturing, IT, supply chain management, human resources, etc., especially those involved in the interface between the consumer goods manufacturer and its retail or wholesale customers.
- Consultants, systems integrators, software developers and their sales and marketing teams who need to know more about the industry segments they serve.

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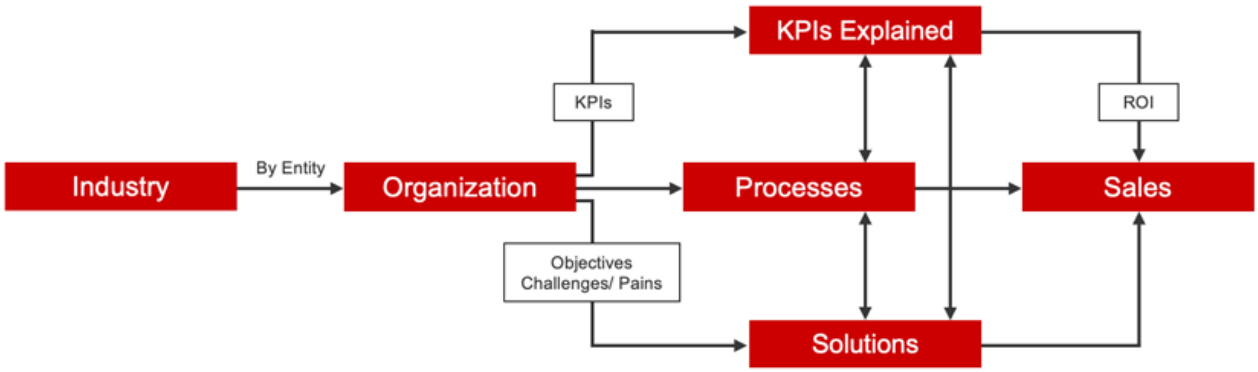

More Details of the Content

Industry information covered in this Knowledge Bank includes:

- Retail and consumer goods industry structure and reviews of the main entities involved in the entire supply chain
- Key trends in the retail and consumer goods industries
- An up-to-date description of the technology deployed by retailers and consumer goods manufacturers
- How these companies make money, a detailed explanation of the various financial statements used and how to analyse them to identify potential business improvement opportunities
- Organization structure detail for retailers and consumer goods companies, including the key departments, the roles of the senior leadership, their business objectives, challenges, and pain points, the KPIs they get measured by and use to measure their own department's performance, the key processes they use and the IT systems relevant to their roles.
- More detailed reviews of the key business processes used in these sectors including best practice information
- Possible solutions to the various challenges and business objectives these executives need to address, including summaries of what the benefits are and where they come from
- What challenges Covid-19 is presenting the retail and manufacturing industries and how the companies affected are having to respond
- What you need to know about selling to these companies
- A comprehensive glossary of retail and consumer goods terminology
- Approximately 30 downloadable tools and job aids to help all users do their day-to-day tasks more effectively.

We can also offer corporate clients the option to house some of their own content in a secure implementation of the Knowledge Bank, so that it is accessible in a linked learning path for their employees. (There is an extra cost associated with this service).

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Benefits of the Knowledge Bank

The knowledge bank provides instant access to critical information whenever an executive, manager or individual contributor needs it. The information is updated continuously via our cloud service and is therefore the most up to date source.

The knowledge bank also contains valuable statistical information and industry metrics, such as typical inventory turns in various retail segments.

Knowledge retention from training classes drops to 30% one month after a class, and then from 30% to 8% over the course of the following year. Using the knowledge in the knowledge bank as and when needed, dramatically improves retention, helping maximize the benefits of a training investment.

The design structure of our knowledge bank supports the ease and speed of finding the helpful information a user needs. In part this is because of the effective search function, which helps shortlist relevant pages, aided by the structure. For example, suppose you need guidance on how to optimise the deployment of selling space across departments in one or more stores. You can start with the space management master process page (either because you saw it in a menu or because you searched for it). The master process describes all the sub-processes and gives links to the respective sub-process detail. For example, if you want to tune space performance of an existing trading store, you select the relevant step in the master process and expand it. If you want to plan space for a new store in the planning stage, you select that step and expand it.

If you want to tune the assortment to fit the new space allocation, the master process links to the relevant assortment planning content and suggests that you talk to your assortment planning team to accomplish this.

Surveys show that the top priorities for training are:

- 59% upskilling and reskilling – the processes section of the knowledge bank addresses this in detail.
- 53% leadership and management learning – the knowledge bank does not address generic leadership training needs, but it does address the industry specific management processes and key performance indicators necessary to assess progress. It also addresses the analysis processes of sales, inventory, margins, and financial reports to identify issues that need managing, and where improvements might be possible.
- 33% onboarding – the industry knowledge and trends section, organization structure section, financials, ROI sections and high-level process overviews are all significant contributors to the knowledge a new hire needs to be onboarded successfully.

Developed by retail industry experts with many years of retail and consumer goods experience, the knowledge bank is a major element of learning in the flow of work and helps key workers and managers make performance enhancing decisions in their day-to-day work.

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Cost

You can check our latest pricing on our website.

Next Steps

We provide potential corporate clients free of charge evaluator access for a limited time, to give you the opportunity to evaluate the benefits of the knowledge bank.

For More Information, Please Contact:

Brian Hume
Martec International Ltd

brian.hume@martec-international.com
+44 1823 333469 (corporate)
+44 1823 461143 (direct)

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