

tradescape 2.0

A comprehensive introduction to the South African FMCG industry

The foundational knowledge required for new entrants to the industry to effectively trade and engage with South Africa's major FMCG retailers.

Trade Intelligence is South Africa's leading source of FMCG retail* business research. Through the **Ti School of Retail** curriculum, we share our insights and expertise to build the capability of individuals, teams and companies in order to:

- Optimise trading partner collaboration
- Improve industry understanding and efficiency
- Maximise ROI on trade spend



Programme Objectives

- To give delegates the critical contextual understanding required to work effectively in the sector i.e. **an FMCG industry on-boarding programme**
- To provide the knowledge and insights required to effectively trade and engage with South Africa's FMCG retailers*

Who should attend?

- Graduates and new entrants to the industry
- Non-customer facing staff
- Shopper & customer marketers
- Field operations managers

Learning Outcomes

- Understand the SA food and grocery retail industry, its channels, routes-to-market, and the growth dynamics of the major players
- Examine PESTLE** factor impact on shopper behaviour and the resultant retail strategies
- Gain knowledge of comparative performance across the majors – Who is winning? Who is losing?
- Understand the principles of retailer-supplier engagement and how to leverage the opportunities these present for your business
- Delve into your retail customer's business – their challenges, the opportunities they present to you, and the insights required to effectively trade and engage with them

* Retail/retailers: Includes corporate FMCG retailers & wholesalers, formal independent retailers & wholesalers, C&C and hybrid stores

** PESTLE: Political Economic Social Technological Legal and Environmental

Programme Overview

What can delegates expect?

The SA food and grocery trading context

- Introduction to the SA food and grocery retail market, shifting channel dynamics and retail trends
- Impact of economic and social factors on shopper buying behaviour
- Comparative performance across the majors

Discussion by retail group

- History & Organisational structure
- Brand positioning
- Store numbers and growth
- Financial performance overview
- Strategic focus areas
- Shopper Marketing activities
- What's going on in-store

Practical application

- An exercise to apply collective learnings

Profiled Retailers

Corporate Retail



Wholesale / Hybrid / Route-to-Market



Duration & Facilitation

- 2-day workshop
- Facilitated by expert retail analyst

Delegate Feedback

"The course was insightful and provided me with a broader view of the trade"

Product Manager | BIC

"I wish I had been exposed to all this information sooner, as it's so important for my job."

Marketing Manager | Tiger Brands

"Excellent course, resource rich, informative and value-added from presenters. Thanks!"

Strategist | Ninety9cents



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