

Enhancing Distribution Effectiveness

Program Overview

Effective Distribution is the key success factor in ensuring a company's positive growth trajectory. However, there is a tendency to put less focus on this vital function, despite its important contribution. No company be it FMCG, Pharma, Paint, Chemical, Consumer Electronics, Food, Telcos, Steel, Cement, Oil marketing, Power Generation, Automobile, or Tobacco can grow without effective distribution

Learning Outcomes

- Understand the importance of an efficient distribution system
- Know the latest concepts in distribution management
- Able to analyze the current distribution system and identify gaps
- Use of data analytics to get insights for the right strategy
- Build the efficient distribution network
- Improve Distributor – Principal Relation
- Understand Route to Market & Go to market concepts
- Become conversant with the Sales growth Equation and Financials
- Joint Business Planning

Trainer's Profile




Ahmed Iqbal

Ahmed Iqbal is an MBA from IBA with 30 years work experience at key positions at leading MNCs including Colgate Palmolive, Abbott Consumer Health, Sanofi Consumer Health, National Foods and Bliss (a South African FMCG).

Who Should Attend

1. Trade Marketing Managers
2. Distribution Managers
3. Supply Chain Managers
4. Sales Managers

 January 10-11, 2024

 9:00 am to 5:00 pm

For further details

Skills Development Program
Center for Executive Education
Tel: 021-38104700-01 | Ext. 1811, 1813 & 1814

Investment
PKR 40,000 +5% SST