

Route to Market Strategy for Consumer Goods

Sales and Marketing

Course Overview

Route to Market Strategy for Consumer Goods: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and live online.

What You Will Achieve

- Explain the core principles and current good practice in Route to Market Strategy for Consumer Goods
- Apply practical tools and techniques for Route to Market Strategy for Consumer Goods in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Route to Market Strategy for Consumer Goods in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Setting the scene: Route to Market Strategy for Consumer Goods in today's organisation
2. Key concepts and the language of Route to Market Strategy for Consumer Goods
3. Frameworks and good practice that deliver results
4. Hands-on application: workshop exercises and cases
5. Problem-solving clinic: participants' real challenges
6. Integrating Route to Market Strategy for Consumer Goods with day-to-day operations
7. Reporting, metrics and demonstrating value
8. Action planning: your first 90 days after the course

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
21 to 25 Sep 2026	Cape Town	\$1,395
28 Sep to 2 Oct 2026	Lusaka	\$1,550
12 to 16 Oct 2026	Maputo	\$1,550
19 to 23 Oct 2026	Johannesburg	\$1,650
2 to 6 Nov 2026	Nairobi	\$1,650
9 to 13 Nov 2026	Kampala	\$1,395
23 to 27 Nov 2026	Durban	\$1,550

30 Nov to 4 Dec 2026

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\$1,650

LTC Consultants

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.