# 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) |
|---|---|---|
| 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 | Accra | **$1,650** |

**LTC Consultants**
Suite 601, Block 2, Monument Office Park, 79 Steenbok Ave, Monument Park, Pretoria, 0181, South Africa
+27 68 403 2806 | info@ltcconsultants.net | ltcconsultant.co.za
Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.