



EFFECTIVE MARKETING STRATEGIC PLANNING FOR FAST MOVING CONSUMER GOODS

July 20-21, 2026 (Monday-Tuesday)
8.45 am – 5.00 pm **FMM Institute, Perak**



In an ever-evolving business landscape, the ability to create marketing strategies that leave a lasting impact is a key determinant of success. This dynamic course is designed to equip participants with the essential skills to craft marketing strategies that not only stand out but also drive tangible success for businesses. Explore innovative approaches, leverage market insights, and master the art of strategic marketing to propel your endeavours to new heights.

The development of the right marketing strategies will determine the success and failure of an organisation. As such, organisations are required to anticipate what are the current and future trends, their competitors and coming out with the right strategies to outwit competitors and at the same time to grab a bigger share of the market which will lead to higher sales.

COURSE CONTENTS

UNDERSTAND THE CONSUMER MARKET

- Identify current & upcoming trend in consumer market
- Market size and market share
- Know your USPs
- Current challenges at the marketplace

UNDERSTAND YOUR BUSINESS

- External environment analysis using PEST
- Internal environment analysis using SWOT
- Competitors' analysis using competitors' framework
- Business portfolio analysis using market development framework

DEVELOPING YOUR MARKET

- Identify business contributions from different quadrants
- Strategies in the different quadrants
- Tactics & action plans in the different quadrant

MARKETING STRATEGY PLANNING

- Set up goals, strategies & tactics using GST Method
- Right mix strategies for consumer products
- Branding and positioning
- Principles of effective branding

NEW MARKET/CUSTOMER DEVELOPMENT

- 3 ways to get more sales
- Identify new market segment/customer segment
- Matching the right products to new markets/customers

PRODUCT PROMOTIONS AT OUTLETS

- Highlight the products for promotions
- Identify the right outlet for promotions
- Different types of promotions
- Customising the promotions for different outlets
- Track and review the results

OBJECTIVES

After this program, participants will be able to:

- Identify challenges and trends in the marketplace
- Competence in utilising the marketing mix to craft effective strategic plans
- Ability to develop a marketing plan propelling organisations to new heights
- Analyse internal and external factors that can affect the business
- Develop the right promotions customised to the different outlets
- Be aware of current challenges and barriers in the marketplace

Participants to bring own laptop / tablet.

WHO SHOULD ATTEND

This programme is designed for managers, executives, and decision-makers in marketing, sales, and business strategy within the FMCG and related sectors. It is suitable for Marketing, Brand, Trade Marketing, and Sales professionals, as well as business owners and senior leaders seeking to strengthen strategic marketing capabilities. It also benefits market research and insights personnel, along with entry to mid-level staff with basic marketing knowledge or 1–2 years of experience involved in marketing planning or execution.

TRAINING METHODOLOGY

This is a highly interactive workshop and focuses on a combination of theoretical and practical aspects of marketing. There is a mixture of lectures, group exercise, role plays, videos, case studies and presentations to integrate learning. Participants are requested to use laptops or desktop computers. Templates are provided to participants.

TRAINER

MR PHANG WAI KHEONG holds a Masters of Business Administration (MBA) from the Wawasan Open University and a Diploma In Marketing from Chartered Institute of Marketing, UK (CIM, UK). He is a certified trainer registered with PSMB and has wide experience in the field of management, supervisory, leadership, clerical, teambuilding, sales and marketing, managing project teams in driving the CRM strategies over the past two decades. Being a marketer by profession, he was in charge of the sales & marketing division in the fast moving consumer goods where achievement of sales targets is the most important KPI.

MR PHANG became a full time trainer since 1998. One of his forte is building team synergy & motivation. Over the last 4 years, he has trained more than 2000 participants in team building programs alone. Mr Phang has facilitated many courses for companies such as DHL, Toshiba, Lafarge, Ericsson, Kompakar, Huawei, Agilent, Perodua, Kimberly Clark & many more. He has also conducted workshops from Speechcraft and Successful Club & Leadership Series. He was awarded the District Area Toastmaster for 2006 and 2007 and the title of Distinguished Toastmaster, the highest accolade bestowed by Toastmasters International.

Closing Date: JUNE 29, 2026

COURSE DETAILS

Date **July 20-21, 2026 (Monday-Tuesday)**
Time **8.45am - 5.00pm**
Venue **FMM Institute Perak**
No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Medium of Instruction **English**

CPD **14 hours**

Fees **Members RM1,134.00/pax**

Non-Members RM1,296.00/pax

(Fees inclusive of Service Tax at 8%, Course Materials, Refreshment, Lunch and Certificate of Attendance)

ADMINISTRATIVE DETAILS

HRD CORP CLAIMABLE COURSE DETAILS

- Training Provider: **FMM Institute Perak**
- MyCoID : **475427W_PERAK**
- HRD Corp Programme No: **Provided upon confirmation**

DISCLAIMER

The FMM Institute reserves the right to change the facilitator, date and to vary / cancel the course should unavoidable circumstances arise. All efforts will be taken to inform participants of the changes.

REGISTRATION

- Upon **Faxing/Mailing** the completed **Registration Form** to FMM Institute, you are **deemed** to have read and **accepted** the terms and conditions. The **course** would also be **deemed** as **confirmed** unless informed otherwise.
- Will be based on First-Come-First served basis.

PAYMENT

- Cheques** made in favour of "**FMM Institute**" should be forwarded to FMM Institute Perak.
- For **HRD Corp Claimable Course**, an **Attendance of 100%** is a **must**, in any case, **employers will be billed in full**.
- FMM Institute SST Registration No. **W10-1901-32000105**
- FMM Institute TIN No. **C10626805080**

CANCELLATION

Must be in Writing with Reasons ■ 7 days before the course – No payment charged ■ 3 – 6 days before the course - 50% payment charged ■ <3 days before the course – Full payment charged ■ Participants who did not turn-up will be charged full payment ■ Replacements can be accepted at no additional cost

Register in Groups & Enjoy More Savings!

- 2-4 participants: 10% discount
- 5-7 participants: 15% discount
- 8-9 participants: 20% discount

~ Registration Form ~

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FMM Institute

No 1, Lorong Raja DiHilir, 30350 Ipoh, Perak

Fax: 05-5488221

Dear Sir / Madam, please register the following participant(s) for the above programme.

1.	Name		Designation	
	NRIC		HP No	
			Email	
2.	Name		Designation	
	NRIC		HP No	
			Email	
3.	Name		Designation	
	NRIC		HP No	
			Email	

(Please attach a separate list if space is insufficient)

We hereby confirmed that *(Please tick (✓) in appropriate box):-*

- We **will be claiming from HRD Corp** and full payment would made to FMM Institute in the event that no disbursement from HRD Corp under any circumstances
- We will **NOT BE CLAIMING from HRD Corp**. Enclosed cheque/bank draft No _____ for RM _____ being payment for _____ participant(s) made in favour of the "**FMM Institute**".

Submitted by:

Name:	Designation:	
Company:	Tel:	Fax:
Address:		
Email:	FMM Membership No	