Advanced Retail and FMCG Logistics Management Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LOG5413_286418

Course Introduction / Overview:

The retail and Fast-Moving Consumer Goods (FMCG) sectors operate on the principles of speed, volume, and precision, making logistics and supply chain management the critical backbone of their success. This course provides a comprehensive exploration of the specialized logistics required to thrive in these dynamic industries. As the renowned academic Martin Christopher argues in his seminal work, "Logistics & Supply Chain Management," modern competition is not between companies but between their supply chains. This principle is especially true in retail and FMCG, where efficient inventory management, optimized distribution, and responsive last-mile delivery directly impact profitability and customer satisfaction. This program, offered by BIG BEN Training Center, is meticulously designed to move beyond theoretical concepts to address the real-world complexities of managing perishable goods, high demand volatility, and the rise of omnichannel retail. Participants will gain a deep, A-to-Z understanding of the entire logistics value chain, from procurement and warehousing to transportation and reverse logistics, equipping them with the strategic and operational skills to build resilient, agile, and cost-effective supply chain solutions that provide a significant competitive advantage.

Target Audience / This training course is suitable for:

- Logistics and Supply Chain Managers.
- Warehouse Supervisors and Operations Managers.
- Inventory Planners and Analysts.
- Retail Store and Area Managers.
- Procurement and Sourcing Specialists.
- Distribution Center Managers.
- FMCG Brand and Product Managers.
- Operations Directors and Executives.
- E-commerce Logistics Coordinators.
- Supply Chain Consultants.

Target Sectors and Industries:

- Supermarket and Hypermarket Chains.
- Fast-Moving Consumer Goods (FMCG) Manufacturing.
- Food and Beverage Production and Distribution.
- Pharmaceutical and Over-the-Counter (OTC) Product Retail.
- Third-Party Logistics (3PL) and Fourth-Party Logistics (4PL) Providers.
- E-commerce and Online Retail Platforms.
- Apparel and Fashion Retail.
- Governmental bodies and regulatory agencies overseeing trade and commerce.
- Wholesale and Distribution Enterprises.

Target Organizations Departments:

- Supply Chain Management.
- Logistics and Distribution.
- Warehousing and Inventory Control.
- Operations Management.
- Procurement and Purchasing.
- Retail Operations.
- E-commerce Fulfillment.
- Planning and Forecasting.
- Transportation Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Analyze the unique characteristics and challenges of retail and FMCG supply chains.
- Implement advanced inventory management techniques like VMI and JIT to reduce costs.
- Design and optimize multi-channel distribution networks for maximum efficiency.
- Evaluate and select appropriate Warehouse Management Systems (WMS) and Transportation Management Systems (TMS).
- Develop effective strategies for managing last-mile delivery and enhancing customer experience.
- Master demand forecasting methods tailored to the volatility of FMCG products.
- Integrate sustainable and green logistics practices into supply chain operations.
- Manage reverse logistics and product returns effectively to recover value.
- Apply data analytics to improve supply chain visibility and decision-making.
- Develop risk mitigation strategies for common supply chain disruptions.

Course Methodology:

This training course employs a dynamic and interactive learning methodology designed to foster practical skills and strategic thinking. At BIG BEN Training Center, we believe in learning by doing. The program is built around a blend of expert-led presentations, real-world case studies from leading retail and FMCG companies, and intensive group discussions that encourage collaborative problem-solving. Participants will engage in hands-on workshops and simulation exercises that mirror the challenges of managing a modern supply chain, from optimizing warehouse layouts to planning distribution routes. A significant portion of the training is dedicated to interactive sessions where participants can share their unique professional experiences and learn from their peers under the guidance of an experienced facilitator. Continuous feedback is a cornerstone of our approach, ensuring that participants can immediately apply new concepts and refine their understanding. The methodology is designed not just to impart knowledge, but to build the confidence and competence needed to lead and innovate within the complex logistics landscape.

Course Agenda (Course Units):

Unit One: Foundations of Retail and FMCG Logistics

- Introduction to the Retail and FMCG Supply Chain.
- Unique Characteristics of FMCG Logistics (Volume, Velocity, Volatility).
- The Role of Logistics in Gaining Competitive Advantage.
- Key Performance Indicators (KPIs) in Retail Logistics.
- Understanding the Total Logistics Cost Concept.
- Mapping the End-to-End Supply Chain Value Stream.
- Challenges in Urban Logistics and Store Replenishment.

Unit Two: Inventory and Warehouse Management

- Advanced Inventory Control Models (EOQ, JIT, VMI).
- Demand Forecasting Techniques for FMCG Products.
- Warehouse Design, Layout, and Space Optimization.
- Warehouse Management Systems (WMS) Functionality and Selection.
- Picking, Packing, and Put-Away Strategies.
- Managing Perishable and Temperature-Sensitive Goods (Cold Chain).
- Cross-Docking and Transit Point Management.

Unit Three: Transportation and Distribution Network Design

- Modes of Transportation in the Retail and FMCG Sector.
- Designing Efficient Distribution Networks (Hub-and-Spoke, Decentralized).
- Route Planning and Optimization Strategies.
- The Critical Role of Transportation Management Systems (TMS).
- Managing and Negotiating with Third-Party Logistics (3PL) Providers.
- Last-Mile Delivery Innovations and Challenges.
- Fleet Management and Vehicle Tracking Technologies.

Unit Four: Technology and Analytics in Modern Logistics

- The Impact of Digitalization on the Supply Chain.
- Leveraging Data Analytics for Logistics Decision-Making.
- Internet of Things (IoT) in Warehousing and Transportation.
- Automation and Robotics in Distribution Centers.
- Blockchain for Supply Chain Transparency and Traceability.
- Enterprise Resource Planning (ERP) Integration with Logistics Modules.
- Predictive Analytics for Demand Sensing and Disruption Management.

Unit Five: Strategic Logistics and Future Trends

- Developing a Resilient and Agile Supply Chain Strategy.
- Omnichannel Logistics and Fulfillment Models.
- Sustainable and Green Logistics Practices.
- Managing Reverse Logistics and Product Returns.
- Global Sourcing and International Logistics Considerations.
- Supply Chain Risk Management and Contingency Planning.
- The Future of Retail and FMCG Logistics (AI, Drones, Autonomous Vehicles).

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As omnichannel retail blurs the lines between physical and digital storefronts, how must traditional FMCG logistics models evolve to maintain efficiency without sacrificing customer experience?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a deeply specialized and integrated perspective on the logistics of two interconnected, yet distinct, sectors: retail and FMCG. Unlike generic supply chain courses, every module is tailored to address the specific pressures of high-volume, low-margin, and time-sensitive environments. We move beyond foundational theories to provide actionable strategies for real-world challenges, from managing the cold chain for perishable goods to optimizing last-mile delivery in congested urban areas. The curriculum emphasizes the critical link between logistics operations and overall business strategy, teaching participants not just how to manage processes, but how to leverage logistics for competitive differentiation. Furthermore, the course places a strong emphasis on the future, dedicating significant time to emerging technologies like IoT and AI, sustainability practices, and the complexities of omnichannel fulfillment. Participants leave not only with a mastery of current best practices but also with a strategic framework for anticipating and adapting to the future disruptions and trends that will shape the industry for years to come.