



5 Steps to Building a Digital Route-to-Market for Fast-Moving Consumer Goods

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Introduction

The fast-moving consumer goods (FMCG) industry is by definition always on the go. And so, digital transformation in this sector is crucial for staying competitive in today's fast-evolving market.

With the meteoric rise of technological advancements, **FMCG companies like yours are under immense pressure to increase their sales revenue and maintain their competitive edge in the market.** However, supply chain inefficiencies can have a major impact on your bottom line, as you well know. **Keeping your business competitive and thriving is about looking after your margins and making sure all your processes are streamlined to a T.**

This guide gives you a structured approach to building an effective digital route-to-market strategy, drawing from decades of experience plus industry best practices.



5 steps on your **digital** **transformation** roadmap

Step 1

Leverage Essential Data Points

Data is one of your greatest assets on your digital route to market. The right data can give you a clean line of sight of your entire supply chain, from your warehouse to the point of sale and beyond.

The first step on your digital route-to-market journey is to focus on capturing and analysing key data points such as warehouse and distribution stock levels, point-of-sale purchases, out-of-stock rates, and the average time it takes to sell your products.

This information will help you optimise the supply chain and make sure your products meet market demands efficiently.



STEP 1

Leverage Essential
Data Points

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Step 2

Future-Proof Your Strategy

As the market evolves, so should your route-to-market strategy. New technologies are constantly emerging and bringing new opportunities for you to streamline your processes.

You can avoid common pitfalls in the industry such as lost sales, spoiled products, increased transport costs, reactive decision-making and missed opportunities by:

- Nurturing talent within your route-to-market team
- Optimising distribution channels to suit different market needs
- Continually reassessing your approach to stay ahead of market dynamics



STEP 2
Future-Proof Your Strategy

02

Step 3

Drive Sales with Targeted Actions

The right data at the right time will give you the power to reignite your route to market and drive sales through targeted actions.

Data can help you understand consumers' evolving needs and preferences — and these data-driven insights can help drive sales by optimising price strategies, enhancing distributor partnerships, creating innovative new products, and adopting agile marketing tactics to respond quickly to market changes.

For example, if you know that your target consumer prefers to shop online, having a strong digital presence can help to bolster sales while relying on in-store purchases alone may put you at a disadvantage.



03



STEP 3

Drive Sales with Targeted Actions

Step 4

Integrate Advanced Digital Tools

A smart route-to-market strategy incorporates advanced digital tools to enhance efficiency across the entire supply chain. This includes:

- Customer relationship management systems to help manage all aspects of your interactions with customers and potential customers (also known as leads)
- Dynamic route optimisation software to help plan and manage delivery schedules in real time
- Digital tools for in-store activities such as self-auditing and planogram compliance

The integration of these tools helps streamline operations and improves service levels.



STEP 4

Integrate Advanced Digital Tools

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Step 5

Commit to Continuous Improvement

The digital landscape is always evolving and it's important to invest in training and developing your workforce. New and emerging technologies such as artificial intelligence and data analytics are reshaping the FMCG landscape and continuous learning will give employees the skills they need to use these technologies for product development, supply chain management, and marketing.

Plus, with the fierce competition in the FMCG sector, continuous learning is critical in developing a culture of innovation. This is important for companies that wish to differentiate themselves from their competitors.



STEP 5

Commit to Continuous Improvement

05

Conclusion

To build a robust and effective digital route-to-market strategy, FMCG companies must embrace advanced tools and data-driven insights. Macmobile is perfectly positioned to support your journey, offering tailored solutions that:

- Enhance data collection
- Improve distribution efficiency
- Streamline field operations

With Macmobile's comprehensive suite of digital tools, your business can adapt to market changes swiftly and predict future trends to stay ahead of the competition. With your commitment to continuous improvement and innovation and Macmobile's support — you can ensure sustained growth and enhanced market reach for your company.



Get in touch

It takes time (and the right tools)
to make sense of your data.
At Macmobile, we have both.

Invest in the future of your
business today!

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