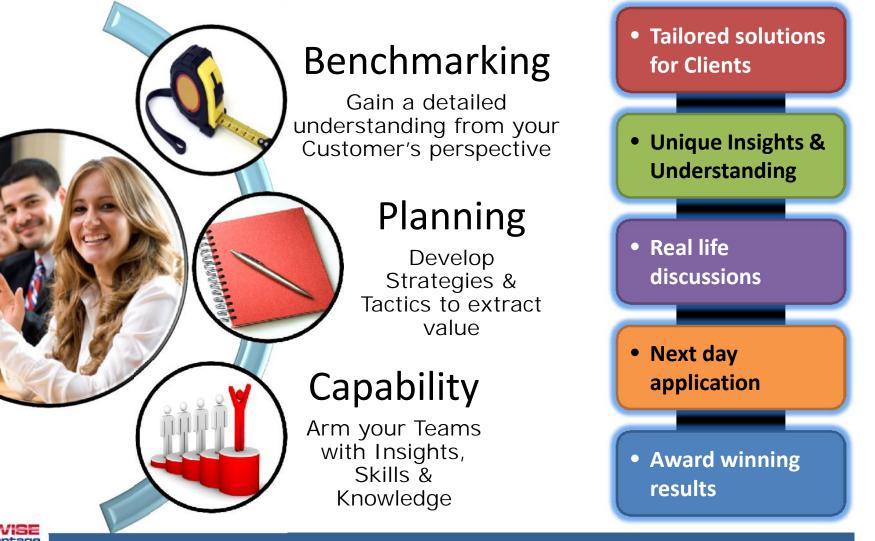


MARKET WISE Advantage

Assisting companies in the FMCG sector build proven competitive advantage through Insights, Knowledge and Understanding. Over 70 years of Experience in FMCG Retail & Manufacturing enables us to assist your company build deeper understanding across 3 key areas...





Manufacturer Focused Programs

Our approach is to tailor sessions to your team's specific requirements. However for the purpose of understanding the following are examples of typical subject modules we conduct with our clients:



Contact us now if you would like to discuss how we can best tailor a solution to match your team's



capability development needs!

Updated 3rd December 2012



Our Global Experience



About the Market Wise Advantage Team



Adrian Haddock With over 20 years experience as a Retailer and 15 years as a trainer of Key Account Managers.



Tim Hockings

Over 28 of senior retail FMCG experience and 8 years of training locally & globally.



Mark Ferguson Over 22 years experience in FMCG Sales and Trade

Marketing in both Australia and Europe



David Ginsberg

A retail expert with 22 years in senior management roles in multinational retailers.

