

RGMi DNASM SUPPLY CHAIN

1 week learning plan

Day 1 (Monday) ~ 3 hours

- ☐ RGM defined
- ☐ Profitable Revenue Growth Management by Design
- ☐ Integrated Business Planning

Day 2 (Tuesday) ~ 3 hours

- ☐ Implementing RGM
- ☐ RGM Phases
- ☐ Analytics
- ☐ Operating RGM
- ☐ Leveraging the RGM Capability
- ☐ Process Rhythms and Routines
- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Market Structure

Day 3 (Wednesday) ~ 3 hours

- ☐ Strategic RGM Phase I - Market Assessment
- ☐ Internal assessment
- ☐ Strategic RGM Phase I - Market Dynamics
- ☐ PESTLE model
- ☐ Opportunity sizing models
- ☐ Strategic RGM Phase II - Channel Strategy
- ☐ Strategic RGM Phase III - Assortment Planning
- ☐ Strategic RGM Phase IV - The overall objective function $f(x)$
- ☐ Precision RGM Phase V - Budgets

Day 4 (Thursday) ~ 3 hours

- ☐ Precision RGM Phase V - Price, Pack architecture
- ☐ Precision RGM Phase V - Price optimisation
- ☐ Precision RGM Phase V - Promotion optimisation
- ☐ Precision RGM Phase VI - Tactical Scenario Planning
- ☐ Precision RGM Phase VI - People, Process, Technology, Data, Measures of Success

Day 5 (Friday) ~ 3 hours

- ☐ Action RGM Phase VII - In-store Activation
- ☐ Value Communication
- ☐ Areas of Shopper engagement
- ☐ The Shopper at Shelf
- ☐ Point of Purchase (POP)
- ☐ Action RGM Phase VII - Customer Engagement

Day 6 (Saturday) ~ 60 to 90 min

- ☐ Supply Chain Exam