

FMCG's roadmap to win in new era

Stage 4: Get into New Technology

- Adopt Smart Packaging – Active & Intelligent
- Use of Blockchain

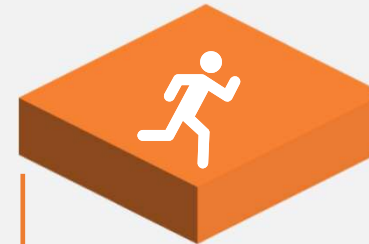
Stage 6: Secure Future edge from competition

- Customers loyalty program
- Gain early market insights
- Consumer trend analysis



Stage 3: Secure Supply chain. (The 1st step to win)

- Protect supply chain from counterfeits, grey market and price erosion first.
- Prevent Loss revenue and Brand Erosion due to presence of fake products online & offline.



Stage 5: Gain Consumers trust

- Get Real-time Track & Trace (Visibility) along distribution channels
- Product authentication
- Consumer engagement
- Big Data gathering

Stage 2: May venture into digital space

- Establish outreach to consumers over internet.
- But lack of ability to cater and refine to fast changing user experience compared to Online Marketplace



Stage 1: Current situation

- Brand Owners often do not own the customer relationship with consumers.
- Heavily dependent on retailers for insights and market engagement