



Fast Moving Consumer Goods



The fast moving consumer goods (FMCG) business has become a vital part of the retail industry following the opening of more supermarkets and chain stores in Hong Kong. Fast moving consumer goods are those retail goods with a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly.

Highly perishable FMCGs include meat, fruits and vegetables, dairy products and baked goods. Goods that have high turnover rates are alcohol, toiletries, pre-packaged food, soft drinks and cleaning products. The challenge for suppliers and retailers of goods is to manage the continual movement of stock through the supply chain from producer to purchaser with efficiency.

There are various roles for graduates in the FMCG sector, with the majority of opportunities in the areas of production, brand management, distribution and wholesale/retail.

POSITIONS

Large FMCG companies recruit graduates in a range of disciplines, particularly business/commerce and food science. A trade marketing executive is involved in developing and monitoring the tactical execution of marketing strategies and plans. He is responsible for point of sale materials for promotional activities, the implementation of merchandising strategy in line with category strategies and communication with various trade partners.

A brand executive assists the Brand Manager to develop annual brand strategy, marketing programs and events to reinforce the brand image. He is responsible for marketing & promotions, ensuring the smooth implementation of trade marketing programs and marketing materials, and liaising with chains and suppliers in order to achieve the brand's objectives.

A brand executive is also tasked with all aspects of the integrated marketing communications plan including the utilisation of advertising, public relations, direct marketing, e-marketing and new product launches. He has to keep track of consumer markets and the competitors' marketing activities.



There is also strong demand for IT and information systems graduates because of the intensive management required to oversee the very high volume of transactions and to ensure tight control of sales and stock. The importance of supply chain management in this sector means there are also good opportunities for business and commerce graduates.

EDUCATION & REQUIREMENTS

The FMCG industry recruits from a wide range of disciplines. For the position of brand executive, candidates should ideally have a degree in marketing, communications, business and commerce.



A career in FMCG is interesting and challenging.

An ability to work independently under pressure is a definite asset. Good communication, strong organisation skills and good people skills are important and will help an FMCG practitioner move ahead faster.

SALARY & BENEFITS

The starting salary for a brand executive ranges from \$10,000-\$15,000 depending on the size of the company.

FURTHER INFORMATION

The Hong Kong Institute of Marketing promotes the practice of marketing with the highest standards and ethics. The HKIM education programme aims to help its participants develop academic, technical and managerial knowledge and skills in marketing through its Continuing Professional Development (CPD) scheme.

FURTHER INFORMATION

The Hong Kong Institute of Marketing can be contacted at:

3/F, 88 Commercial Building
28-34 Wing Lok Street, Hong Kong
(MTR Shueng Wan Exit A2)
Tel: 2881-6682; Fax: 2881-6057
Email: enquiry@hkim.org.hk
Website: www.hkim.org.hk