



SUPERWORKERSM

FMCG AND RETAIL

WHY YOUR PEOPLE, NOT YOUR CORE ENTERPRISE
PLATFORMS, DECIDE WHAT FMCG AND RETAIL'S
2026 TRANSFORMATION IS WORTH.

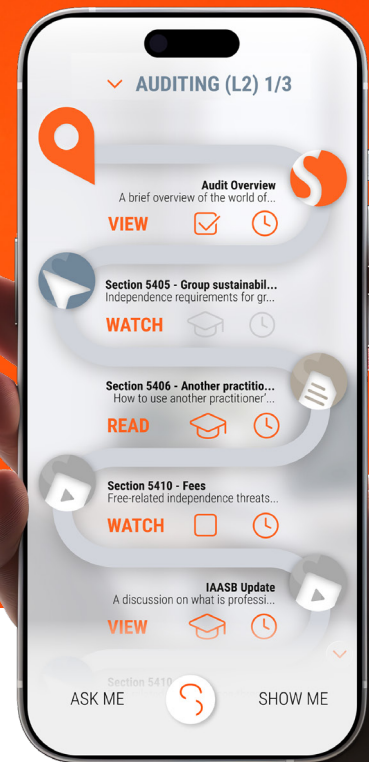
YOUR WORLD

Core platform and supply-chain transformation adoption

FMCG and retail groups have committed capex to **core enterprise platforms, planning systems** and **supply-chain tooling**. The board approved the investment. The transformation business case is locked in. **The platforms work**. Whether your planners, buyers and supply-chain teams use them well is a different question. Most do not.

The systems are deployed. The adoption velocity lags the rollout schedule. The transformation ROI sits below the line. The board now wants to know why. **The gap is recoverable.**

It lives in adoption, not in deployment.



Trade-marketing and category-management consistency

Head office sets the category strategy, the trade-marketing guidelines, the brand story. Markets execute it. **Each market absorbs it differently**. Markets have their own pace, their own local pressures, their own way of reading the customer. **Brand consistency drifts**. One product story lands differently in South Africa than it does in India than in Nigeria. **The customer experience is inconsistent**. The CFO sees it in variance. The marketing director sees it in brand indices. What connects them is not another playbook. It is one category story, lived locally.

Retail-media and commerce-AI capability

Every commercial role now must understand retail-media, performance media, commerce-AI, and direct-to-consumer economics. **The pace of change is rapid**. Most commercial people were not trained for this. Category managers, brand managers, trade-marketing leads all need new decision-making fluency.

Competence lags demand. The training programmes run late, stay abstract, do not change daily decisions. Commerce fluency is teachable. **It just needs to live in daily decisions, not in training rooms.**



Buying, planning and supply-chain tool overload

FMCG and retail HQ run ten or more **planning and supply-chain platforms**. Core enterprise platforms, planning systems, demand-sensing tools, AI-driven inventory tools. Every tool has seat licences paid. The tools themselves are fine. **The bottleneck is the user**. Planning quality depends on people knowing which tool to use when, and using it well.

Most planners and buyers do not. Rework is high. Forecast accuracy is inconsistent. The platform ROI is recoverable. **The users need to catch up.**



WHERE SUPERWORKER PAYS FOR ITSELF

You do not need another platform. We sit on top of what you already have. We pay for ourselves by making the budget you have already approved go further. There are three places that is true.

We refocus your L&D budget. Same envelope. Different vendor mix. Less classroom and content licence. More activation and measurement. The line item is the same. What you bill against it is different.

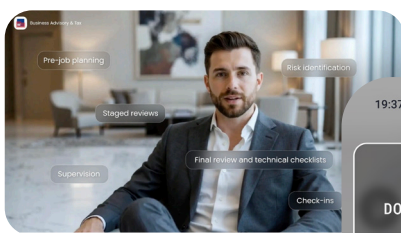
We replace the slowest part of your core platform and supply-chain activation. The vendor training. The classroom programmes that lag the rollout. The change comms that do not reach the planner's desk. Replaced with a four-week working rhythm in the planning, buying and supply flow. This bills against the transformation budget, not against L&D.

We unlock the value of the platforms you have already paid for. FMCG and retail groups hold seat licences across core enterprise platforms, planning systems and retail-media platforms. Every percentage point of operator competence lift is real margin and forecast accuracy the CFO can model. The platforms are paid. We help your operators actually use them.

Core platform and supply-chain transformation

Companion drives core platform and supply-chain adoption in the flow of planning, buying and supply work. The Reporting & Intelligence layer ties operator competence to the transformation business case.

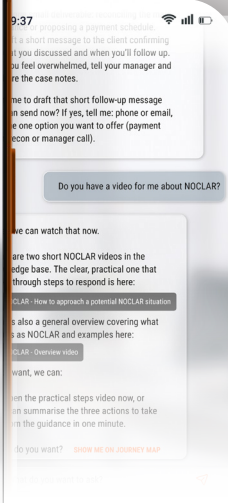
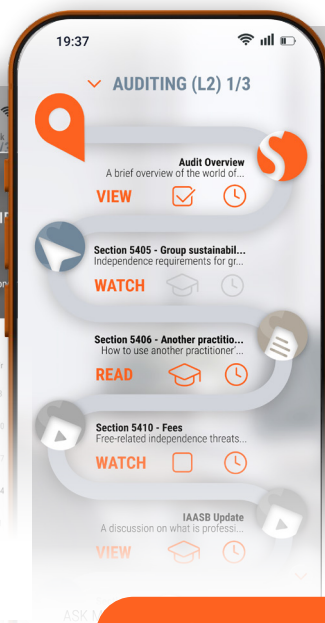
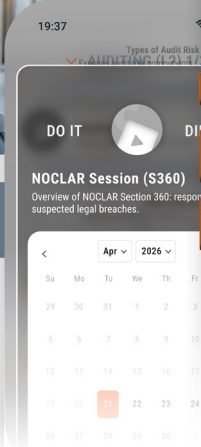
HOW THIS WORKS FOR EACH ONE



Retail-media and commerce-AI

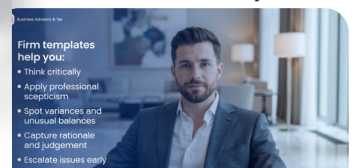
Builder defines commerce fluency per commercial role. Companion coaches in flow against commerce KPIs

The Reporting & Intelligence layer tracks competence against commercial outcomes.



Tool overload

Companion drives planner and buyer adoption across the consolidated tool stack. The Reporting & Intelligence layer ties capability to planning quality and forecast accuracy.



Trade-marketing and category management

One Builder for HQ-to-market category baseline. Companion delivers market-specific coaching with central standards. Every market lives the category story locally.



LET'S TALK

If any of these four match your business, your CEO or CFO is already asking. There is a gap between the platforms you have and the people using them. That gap is real cost and real margin.

We work with Advisory Partners across South Africa, Australia, the Middle East and the United Kingdom. We will match you to the right partner for your region and your business.

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TALEXUS

CAN!DO

FLOURISH COUNSELLING



DGE Recruit
TALENT, NETWORK, VALUE

GENSAFE AI

black slope



Book a meeting

We will show you what your CHRO would walk into the next business review with.

SUPERWORKER³

LET'S TALK

info@superworker.co
www.superworker.co



The framework is correct

The architecture is correct

The pacing is the issue



SUPERWORKERSM™

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