

## MASTERCLASS IN RETAILING LOGISTICS AND FRESH FOOD PACKAGING

*"Optimize Retail Supply Chains and Master Sustainable Fresh Food Packaging for Maximum Efficiency and Quality."*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► **Available delivery methods:** In-House Training

### Introduction

In the highly competitive retail and food industry, the success of fresh food products depends on efficient logistics, temperature-controlled supply chains, and innovative packaging solutions that preserve quality from source to shelf.

The Masterclass in Retailing Logistics and Fresh Food Packaging is a comprehensive training program designed to help professionals develop a deep understanding of how logistics, packaging, and retail operations interconnect to deliver freshness, safety, and profitability.

Participants will gain practical insights into cold chain logistics, supply chain optimization, and the use of smart, sustainable packaging technologies that reduce waste and extend shelf life. The course bridges retail logistics management with food safety and sustainability principles — enabling participants to create value across the entire retail supply chain.

### Objectives

By the end of this course, participants will be able to:

- Understand the key elements of retail logistics and fresh food supply chains.
- Develop efficient cold chain and distribution systems for perishable goods.
- Apply modern packaging technologies to ensure food safety and shelf-life extension.
- Implement sustainable and eco-friendly packaging solutions.
- Integrate traceability systems using IoT, RFID, and digital tracking tools.
- Manage inventory and reduce product loss in fresh food logistics.
- Optimize collaboration between retailers, distributors, and packaging suppliers.
- Align logistics and packaging strategies with sustainability and brand objectives.

## Why Attend

Retail and food sectors face mounting pressure to deliver fresh, safe, and sustainable products while minimizing waste and costs. This masterclass empowers you with the practical skills and strategic knowledge needed to overcome these challenges.

You'll learn from global best practices in retail logistics and packaging innovation, discover how to manage the flow of perishable goods efficiently, and explore the latest trends shaping the future of food retailing.

Whether you're in logistics, retail operations, or food production, this course ensures you stay ahead of the competition and meet modern consumer expectations for freshness, quality, and sustainability.

## Target Audience

This program is ideal for:

- Retail and Supply Chain Managers
- Logistics, Distribution, and Operations Executives
- Food Production and Packaging Professionals
- Quality Assurance and Cold Chain Specialists
- Procurement and Category Managers
- Sustainability and Innovation Managers
- Entrepreneurs and Business Owners in Food Retail or FMCG
- Anyone involved in food logistics, packaging, or product distribution

## Individual Benefits

- Gain advanced knowledge of cold chain and retail logistics systems.
- Learn to apply packaging innovations that improve product safety and shelf life.
- Build skills in supply chain optimization and sustainability.
- Increase your value in the retail and food industries.
- Enhance decision-making with data-driven logistics tools.
- Develop leadership and strategic thinking for retail logistics management.

## Organizational Benefits

- Improve product freshness and quality through optimized logistics.
- Reduce waste and operational inefficiencies in the food supply chain.
- Enhance sustainability through eco-friendly packaging practices.
- Build stronger supplier and retailer partnerships.
- Increase profitability with efficient inventory and distribution systems.
- Strengthen brand image with responsible, high-quality product delivery.

## Instructional Methodology

The course uses an interactive, hands-on approach that emphasizes both theory and real-world application, including:

- Expert-led presentations and case studies from leading retail and food brands
- Group discussions and problem-solving workshops
- Simulated exercises in logistics and packaging design
- Multimedia demonstrations of packaging technologies
- Practical assignments on cold chain management and retail logistics challenges
- Continuous feedback, collaboration, and participant engagement

## Course Outline

- Module 1: Overview of Retail Logistics and Supply Chain Dynamics
- Module 2: Fundamentals of Fresh Food Supply Chains and Cold Chain Logistics
- Module 3: Packaging Materials and Technologies for Fresh Foods
- Module 4: Inventory and Distribution Management in Perishable Goods
- Module 5: Food Safety Standards, Compliance, and Quality Assurance
- Module 6: Smart Packaging: RFID, IoT, and Traceability Systems
- Module 7: Sustainable and Eco-Friendly Packaging Solutions
- Module 8: Retail Operations and Shelf-Life Optimization Strategies
- Module 9: Data Analytics and Digital Transformation in Retail Logistics
- Module 10: Capstone Workshop – Designing an Integrated Retail Logistics and Packaging Strategy

## Certification

Upon successful completion, participants will receive a Certificate of Mastery in Retailing Logistics and Fresh Food Packaging, recognizing their advanced skills in managing retail logistics, cold chain systems, and sustainable packaging solutions for fresh food products.

## Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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