

MT Promo & Activity Calendar

FMCG Brands & Distribution

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a modern-trade promo and activity calendar — month-wise offers, secondary displays, sampling, festive tie-ins and new-launch support — aligned to the chain calendar and your budget, so MT activity is planned, not reactive. Use it for annual MT planning. For consumer offers use the Consumer Promotion Planner.

Purpose of this tool & output

Plan a full year of modern-trade activity

How the output is used

Use it to plan a full year of modern-trade activity — an MT promo and activity calendar tied to seasons and account plans.

Important cautions

Book displays and align to the chain calendar early; last-minute MT slots are scarce and costly.

Companion documents

- Modern Trade Listing Kit
- Joint Business Plan (JBP) Builder
- MT Terms & Margin Negotiation
- Key Account Management Plan
- Fill Rate & Service Level Improvement
- Private Label / Own-Brand Response

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.