



# CPG 101: Strategies to Get Your Consumer Product to Market

*David Towner*

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## **CPG 101: Strategies to Get Your Consumer Product to Market** David Towner

Based on the Process of Illumination strategy platform for getting consumer packaged goods (CPG) to market, this primer provides entrepreneurs as well as seasoned professionals with a process to position their products as effectively as any Fortune 500 company. This A to Z guide to understanding the world of CPG details how products transform from concept to viable brand. In addition to discussing the importance of defining company objectives, conducting brand analysis, and creating brand identity, the reference examines topics such as classifications of packaged goods, distribution channels, marketing and sales strategies, and when to enlist the help of third parties.

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