

Sales management and marketing

Main stages of works

All works are carried out in constant communication with responsible manager of the client in full disclosure of activities and information

Stage 1

Determination of initial parameters of the project

Stage 2

Detailed working out and start of the project

Stage 3

Realization of the project

Stage 4

Summarizing and evaluation of the results

Reliably working and controlled business
Understanding of the market and opportunities for further development

Main stages of works

Stage 1

**Carrying out
global analysis of
the market
(1-2 weeks)**

**Determining
strategic aims on
Russian market
(2 days)**

**Audit of the existing system of
sales
(2-3 weeks)**

- Collection general information about the Russian market of the products (amount, main categories, players, distribution channels)
- Retail monitoring (price monitoring, monitoring of representation in different formats of retail and in regions)
- Collection of information and analysis of competitors (sales structure, assortment, prices, working conditions, clients)
- Conducted general analysis and assessment of market prospects for the company's products

- Discussion and determining of key competitive advantages of the products
- Define strategic objectives for the Russian market of packaged cane sugar for 3-5 years period
- Carried out of ranking assortment in according of BCG matrix

- Fulfilled audit of current sales system of the client :
 - Check on by method "mystery shopping" with 1st and 2nd level clients
 - Conducting interviews with staff responsible for sales and marketing
- Fulfilled audit customers of 1st level (sub distributors, federal chains, where products are shipped directly from the importer):
 - Determined area, major sales channels, working conditions of existing sub distributors
 - In federal chains are made offers to expand the range of client's products, analysis of interest and conditions for expansion
 - Defined intensity and priority ranking of work with client's products
 - Determined the level of support from client
 - Determined rank of satisfaction of 1st level customers from working with client's products:
 - Examined the work with large and medium wholesalers and local area chains (2nd level clients):
 - Determined the level of awareness about products of the clients (assortment, pricing, marketing support)
 - Determined by the level of interest to client's products
 - Determined quality level of working with the 2nd level clients
- Fulfilled rapid analysis capabilities of the existing system of sales and distribution to fulfill strategic goals

Main stages of works

Stage 2

Development a complex of measures for changes of existing system of sales for carry out strategic objectives (2-4 weeks)

- Realized development of several variants of possible strategies for further development on the market (assortment strategy, new distribution channels, price policy, emotional positioning, promotion, tactical actions for implementation strategy)
- Executed cost and result estimating of realization of the project
- Conducted strategic session with management of a client to select the optimal strategy
- Development business plan, pricing model, plan sales and marketing

Stage 3

Implementation of complex measures (8-16 weeks)

- Update the contract in accordance with the objectives
- Detected not involved channels and companies working with these channels. Being negotiated and selected the most suitable company (structure, format and depth of assortment, financial capabilities, clients)
- Detected are not covered territory, and companies working in these areas. Being negotiated and selected the most suitable company (structure, format and depth of assortment, financial capabilities, clients)
- Determined key tasks, deadlines, KPI for customer of the 1st (clients who buy products from manufacture) and the 2nd (clients who buy products from 1st level clients) level. Fulfilled assistance and monitoring their implementation
- Fulfilled constantly monitor of stocks, monitoring and assistance in the formation of order, control and coordination of marketing costs, control of making reporting, monitoring of abundance pricing model, standards of representation and merchandising
- Conducted training 1st level clients
- Fulfilled help in negotiations with key customers
- There is constant contact with the staff of the 1st and 2nd level client for decision operational issues, meetings, meetings reports

Main stages of works

Stage 3

**Implementation and updating a set of measures
- control of sales and marketing in the strategy
(2.5 - 4.5 years)**

- Monitoring and assistance in implementing the strategy and KPI for customers of 1st and 2nd level
- Monitoring of changes in market status and working with change
- Control stocks, orders, reports, plans, standards of distribution, pricing model, the budget expenditures
- Development and coordination of sales and marketing budget for next year
- Training new staff and check on the staff for knowledge of the information about a product, its competitive advantages and sales tools
- Holding regular meetings with the clients and sales staff to identify problem points and finding solutions
- Staff training clients second level
- Monitoring of activities and positions of competitors
- Implementing of marketing plan and control of implementation of sales plan, taking prompt steps in case of his not doing
- Analysis quality of working of clients and ability of their structure to implement future strategic plans.
- Finding and negotiating with new potential clients, if necessary for further development

Stage 4

**The situation
analysis and
identification of new
strategic goals**

- Detailed reports
- Organizes meetings and strategic sessions with all stakeholders (manufacturer, 2K, importer, main distributors) for the analysis of current results and determine future strategy

About Country Management

Shortly about the company

Company Country Management it is highly motivated team of professionals whose aim is to create a global company in the field of management consulting and leasing staff

Country Management Company is the 1st company in Russia, providing a full range of services in the field of sales and marketing in emerging markets

At the moment, Country Management carries out its services in Russia and Vietnam

The company has been operating since 2007. The company's clients - the leading European, Russian and East manufactures: Intersnack, Santiveri, Pami, Kuriya Sushi, Garnec, Ravi Foods, Hoa Sua Foods

In our team works the professionals with extensive successful experience in sales, marketing and management in the Russian and international companies on all levels.

Country Management differences from other consulting companies

Country Management offers a fundamentally different approach to process of job-payment, which results in a significantly higher rate of efficiency and effectiveness:

High level of motivation for achieve a positive final results outcome due to depending of the full cost of services from this result

Financial responsibility for final results

Manufacturability work, resulting in lower cost of services for clients

Country Management share with client all risks by the project

Flexible and various approach to customers - opportunity to work as with large clients and projects as with a small

Extensive experience of successful projects of launching in Russian market new products in various categories

Some projects we are proud

1. Launching to Russian market brands of Intersnack company (snack group)

Company Intersnack (№ 2 in European snack market after Frito Lay) two times tried to enter the Russian market in 1999 and 2005, both times unsuccessfully. In August 2009, Intersnack signed an annual contract with 2K Project (from 2011 - Country Management), and in December 2009 Intersnack has begun shipping products to Russia. Through properly planned strategy, pricing models, marketing strategy in 2010, 2K Project Complete 100% goals and commitments, and created a solid platform for future business development. The result of the Intersnack and 2K Project signed a five-year contract to manage of sales and marketing in Russia.

2. Organization and sales management company Art Trade (deep-frozen products)

Art Trade Company - manufacturer of high quality frozen products, filed a request to develop and build sales and distribution system. Country Management has developed and implemented a complete development strategy. As part of the strategy has been created the trademark Tasty Club, under which was produced the retail assortment, the products introduced at key network (Metro, Perekrestok, 7 Kontinen, Alie Parusa, Victoria, Kvartal, Utkanos, Almy, etc.) with minimal listing fees and promotional support. Were connected to the work of two of the largest national distributor. Currently the company Country Management manage sales and marketing of company Art Trade.

3. Launching to Russian market of Santiveri company (diabetic, healthy food products)

Leading manufacturer of diabetic products and health food products tried to enter the Russian market in 2007 alone, but failed. After that contract was signed with 2K Project (from 2011 - Country Management). Despite the economic crisis happened in the most active stage of negotiations with potential customers and a fundamental change in working conditions and policies, 2K Project company reached goals and now successfully introduced products Santiveri in the Russian market. At the moment, between 2K and Santiveri Project has signed a five-year contract to manage the sales and marketing in Russia.

Our clients



Intersnack



Thank you for attention!