

Largest dairy company in Asia-Pacific – we are rolling-out RGM bootcamp in 15 markets across the globe

Client context

- Asia-Pacific dairy co-op with **over \$19 Billion local currency sales** across Ingredients, Consumer and Food Service
- Profitability challenged** due to rise of base commodity price
- “RGM” set as Must Win Battle** to overcome profitability challenge through strategic/systematic revenue growth management

Approach

- Designed Promotion Effectiveness bootcamp** to develop capability to improve promotion ROI leveraging econometric modeling based tool. **Completed roll-out in 6 markets**
- Designed Price-Pack Strategy bootcamp** to optimize pricing/margin of current pack portfolio and identify new pack opportunities. **Completed roll-out in 7 markets**

M&S Expertise



Rohit Razdan



Kapil Dahiya

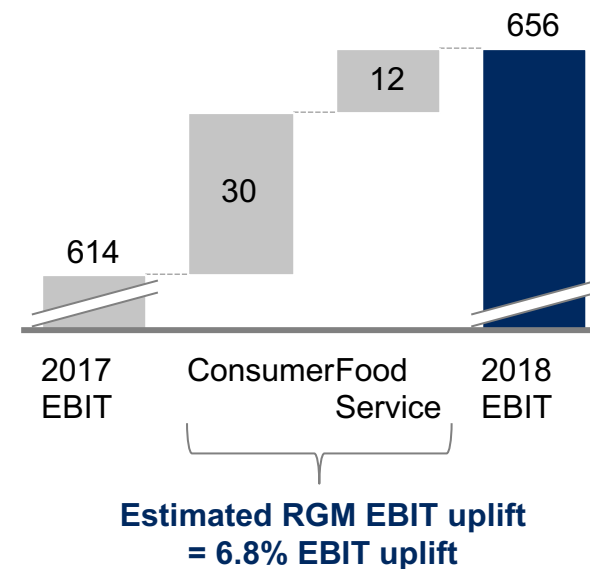


Jungeun Han

What was unique: X

Impact

Estimated RGM EBIT uplift (in progress), Million



- Formed Global RGM organization and developed tools and process for sustainable RGM execution

Client name: X
Team set-up: X
Fees Structure: X