

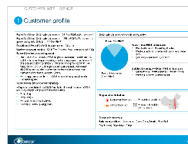
World's leading packaging company – we identified opportunities of ~90MM local currency and built clients' capabilities for sustainable growth¹

Situation

- **World's leading packaging company** with ~2.6bn local currency expected Asia sales in FY15
- **Recognized the need to enhance commercial excellence hence achieving margin improvement** given increasing competition and high inflow of new talents

What we did

- **Key account management (KAM)** – conducted 4 days of training re-introducing basic principles in KAM and held series of coaching sessions for 16 key account managers
- **Plant review** – introduced holistic and systematic approach in plant analysis and review including transactional pricing



M&S Expertise



Impact

- 10-week effort has been **completed with 94MM local currency opportunities identified**
- **Solid roll-out plan in place** for remaining KAMs/ plants (constituting ~30% of total FY15 budget sales)

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Sustainable

¹ Please contact Florian for any further details :)