

A leading bio-fermentation industry group in Asia – we helped them set up marketing department and formalized their sales activities into a more data-driven mechanism

Situation

- **An integrated bio-fermentation industry group** (the 2nd largest ingredient producer in the world) with over 12Billion local currency in sales
- Low profit margin and **over-reliance on sales head's personal experience** to make business decision
- **Need adopt a more structured, data-based sales mechanism** to guide future sales activities and boost profit

What we did

- **Set up client's first marketing department;** Guided both marketing team and sales reps to use B2B best practices to perform throughout the whole sales cycle
- **Integrated client's online/offline data and built sales/profit analysis system on 13 major products** by using McKinsey's Periscope tool

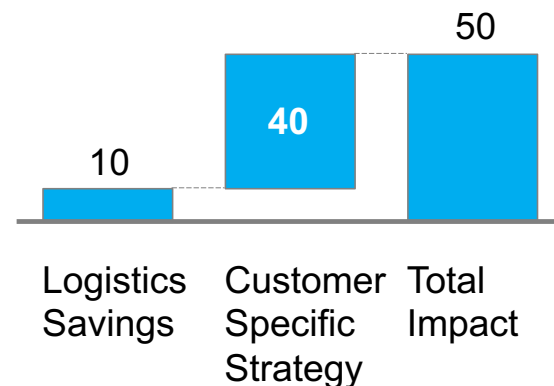


- **Designed customer segmentation** according to the value they created and the service they received; Created a series of segment specific strategies , such as pricing , transportation selection, key account management, regional strategy
- Will pilot these strategies in the next month

Impact

Annualized Impact

Million local currency



- **Expect an immediate 10Million local currency annualized savings from logistics process improvement¹**
- **Other 40Million local currency impact** is expected to come from :
 - Pricing optimization
 - Customer management
 - Regional market battle
 - etc

1. Logistics department is a part of sales group in this client