

Major tire manufacturer in Asia – end to end ROS improvement transformation will increase ROS by 5%

Client situation

Client description

- Major tire manufacturer
- Annual revenue of more than USD 6 billion and the number of sales rep is ~3,000

Challenges

- Matured market with limited opportunity for volume growth
- Sales reps struggling to transform from volume oriented to margin focused

Engagement scope/objectives

- Improve ROS by at least 2% through sales and SCM transformation
- Transform sales reps and make it sustainable

Approach

Diagnostic

Establishing transparency

Pilot in sales pricing and key Account management

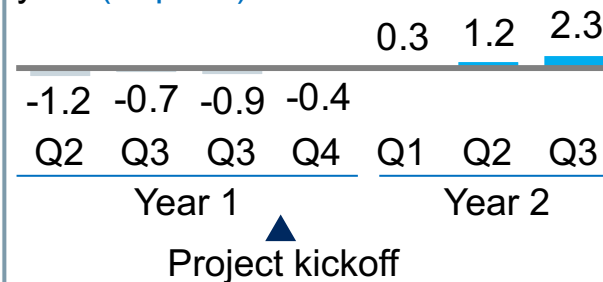
Roll-out in pricing and KAM

Pilot in sales efficiency improvement

Supply chain optimization

Impact

Proven margin improvement from the same quarter in the previous year (% point)



Expected impact target, (% point)

