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supporting our clients
with building great teams.

We are **DirectHR**

APRIL 2014



Coca-Cola and 4 Talent Competitors: Included Employers

Based on 40,838 Resumes

EMPLOYER	# Resumes			Gender Ratio	Averages		
	Total	Current Employees	Former Employees		Age	Years of Experience	Employment Stability
Coca-Cola	9,198	1,537	7,661	72:28	32	LOWEST 6y 4m	3y
Pepsico	14,465	3,482	10,983	75:25	32	6y 11m	3y 2m
Nestle	7,317	1,921	5,396	62:38	33	7y 2m	HIGHEST 3y 7m
Unilever	6,804	1,874	4,930	53:47	LOWEST 32	6y 6m	3y 3m
Danone	3,054	800	2,254	68:32	HIGHEST 33	HIGHEST 7y 4m	LOWEST 3y
TOTALS / AVERAGES:	40,838	9,614	31,224	68:32	32	6y 10m	3y 3m

Talent Details

Talent Flow

Job Ads

For more Direct HR Talent Reports go to:

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Coca-Cola and 4 Talent Competitors: Professional Background

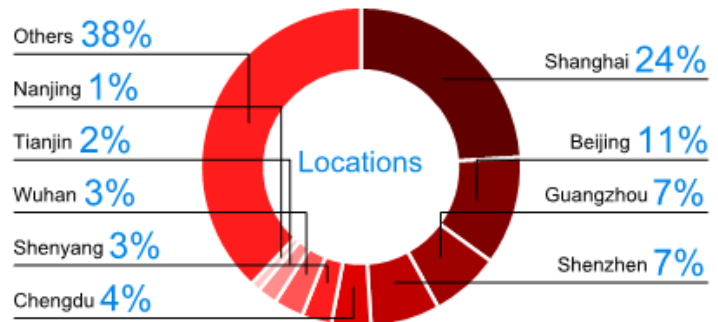
Based on 40,838 Resumes

Which Functional Areas have the largest headcount?

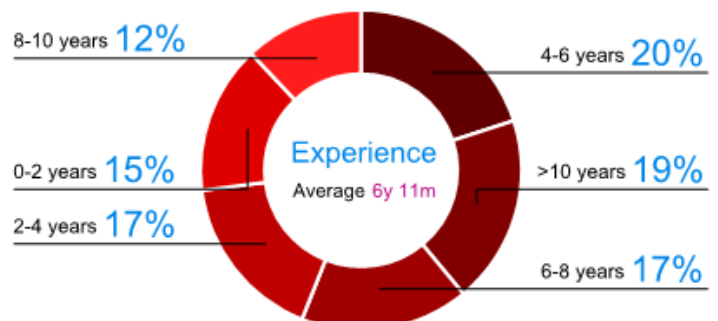
FUNCTIONAL AREAS

1	Sales
2	Marketing
3	Logistics
4	Accounting
5	Operations
6	Administration
7	Engineering
8	Customer Service
9	HR
10	Finance
11	Quality Assurance
12	General Management
13	Project Management
14	Purchasing
15	IT
16	R&D
17	Maintenance
18	Legal
19	Others

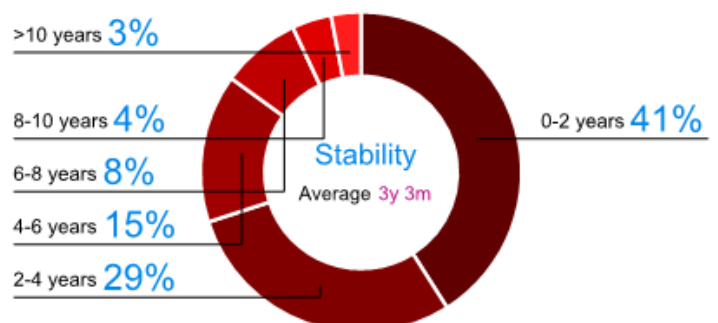
Locations of Included Professionals:



Experience of Included Professionals:



Employment Stability of Included Professionals:



Coca-Cola and 4 Talent Competitors: Educational Background

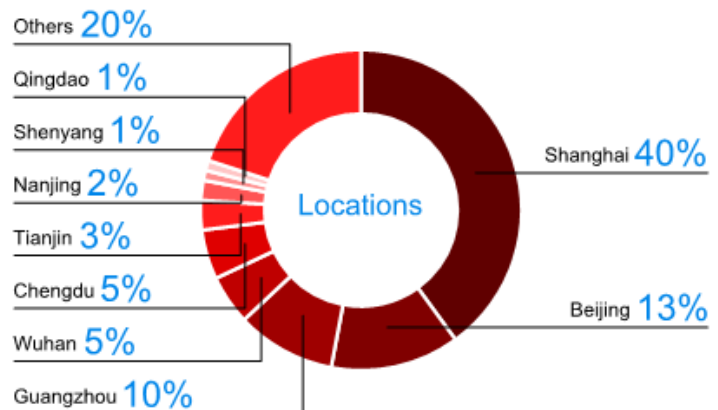
Based on 40,838 Resumes

Where did Included Professionals study?

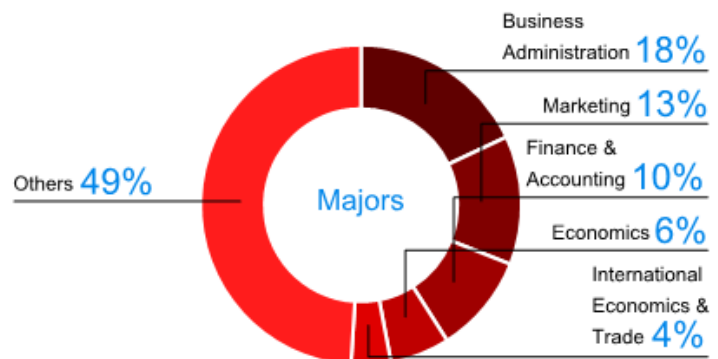
UNIVERSITIES

1	Fudan University
2	East China University of Science and Technology
3	Shanghai University
4	Shanghai University of Finance and Economics
5	Shanghai Jiaotong University
6	East China Normal University
7	Tongji University
8	Shanghai Institute of Foreign Trade
9	Sun Yat-sen University
10	South China University of Technology
11	Donghua University
12	Renmin University of China
13	University of Shanghai for Science and Technology
14	Beijing University
15	Guangdong University of Foreign Studies
16	Capital University of Economics and Business
17	Guangdong University of Technology
18	Sichuan University
19	Nankai University
20	Shanghai University of Engineering Science

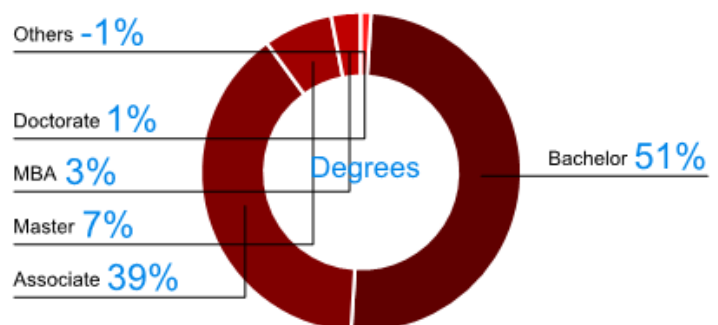
Locations where Included Professionals studied:



Majors Included Professionals studied:



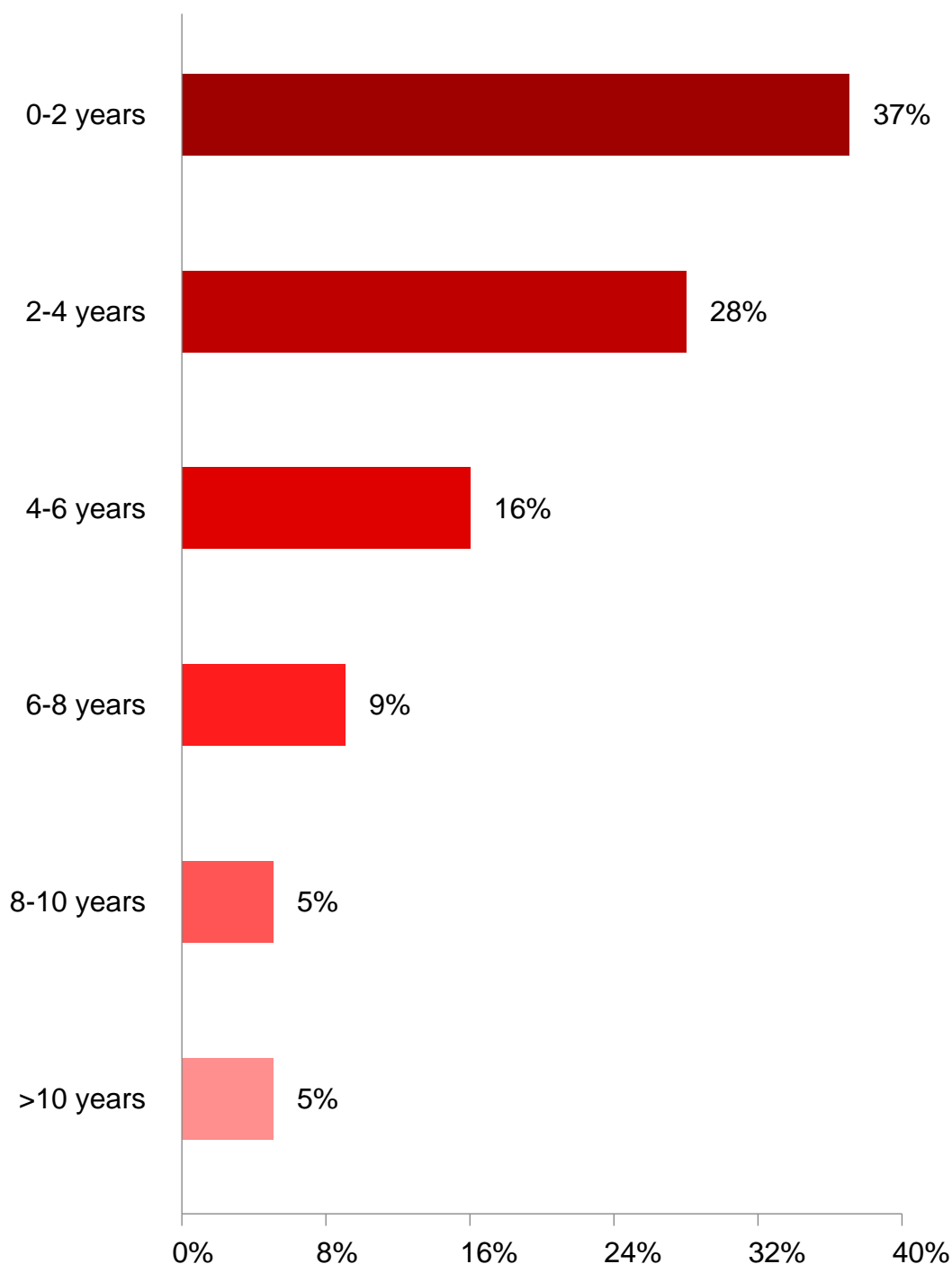
Highest Degrees Included Professionals obtained:



Coca-Cola and 4 Talent Competitors: Required Experience

Based on 40,838 Resumes

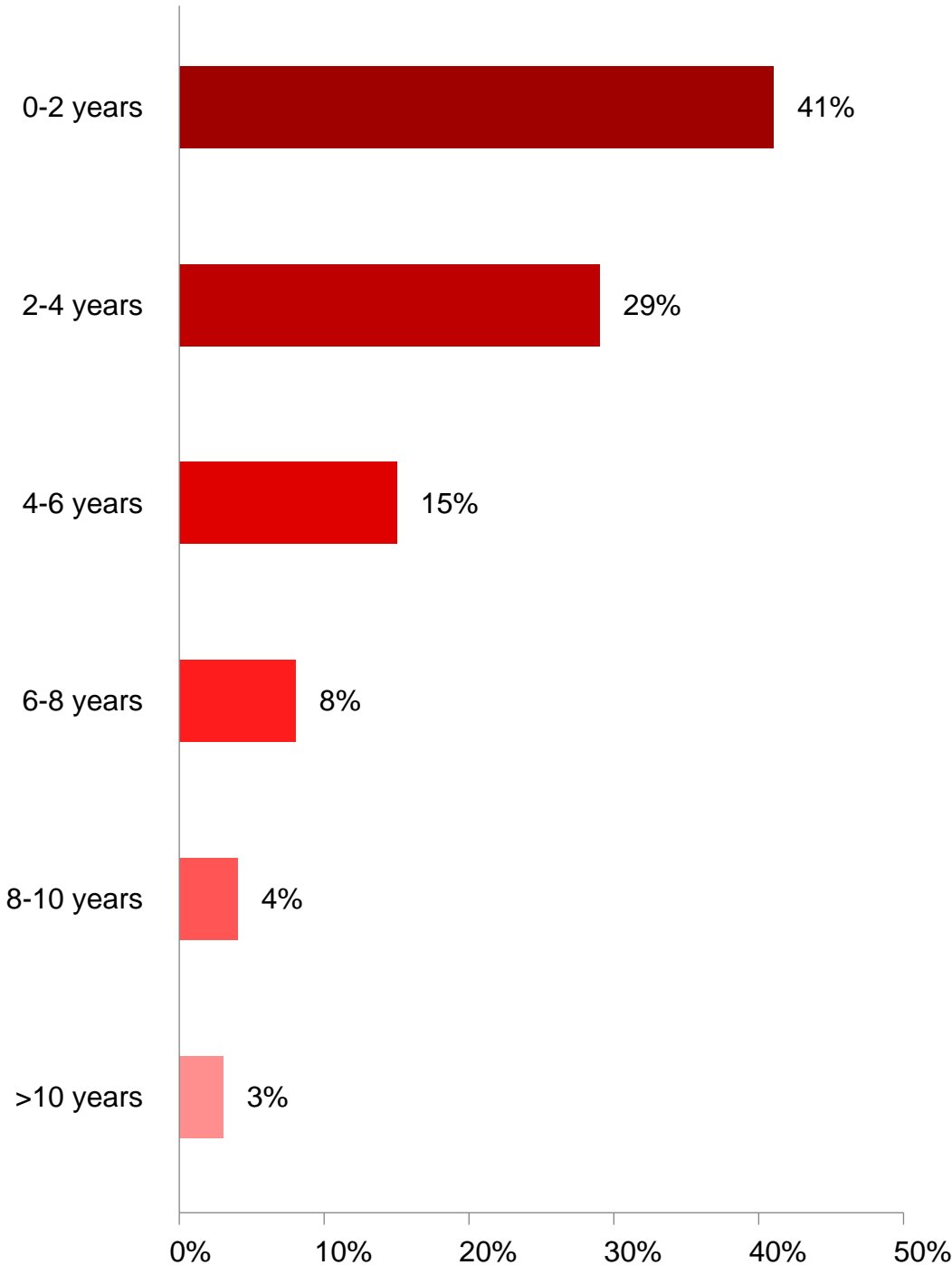
Average Years of Experience before joining one of the Included Employers



Coca-Cola and 4 Talent Competitors: Employment Stability

Based on 40,838 Resumes

Average Years of Employment with the Included Employers before moving to Another Employer



APRIL 2014

Coca-Cola: Talent In-Flow

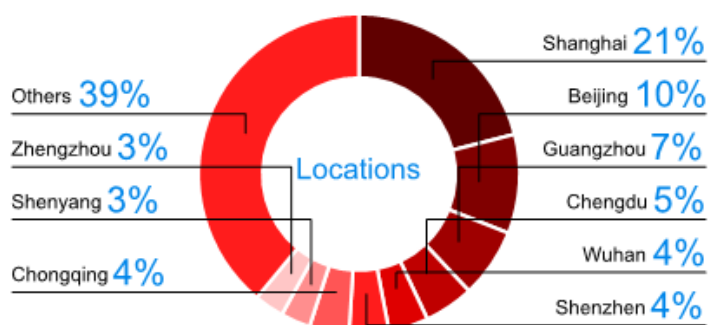
Based on **9,198 Resumes** of current and former Coca-Cola employees

Where is Coca-Cola sourcing talent from?

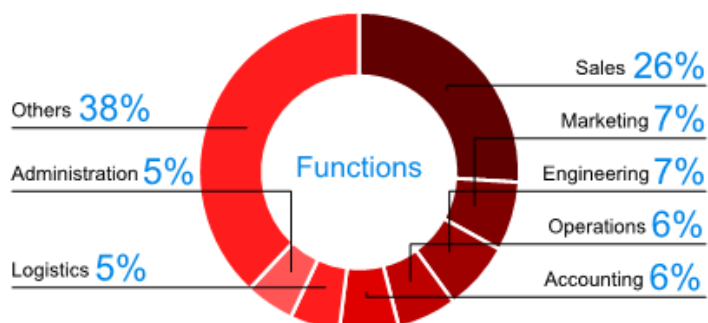
EMPLOYERS

1	Pepsico
2	Nestle
3	MasterKong
4	Procter & Gamble
5	Uni-President
6	Want Want
7	Unilever
8	KFC
9	JDB
10	McDonalds
11	COFCO
12	China Mobile
13	Jinyi Food
14	Haier
15	Carrefour
16	Nokia
17	LG
18	Kraft
19	Bright Dairy
20	Wrigley

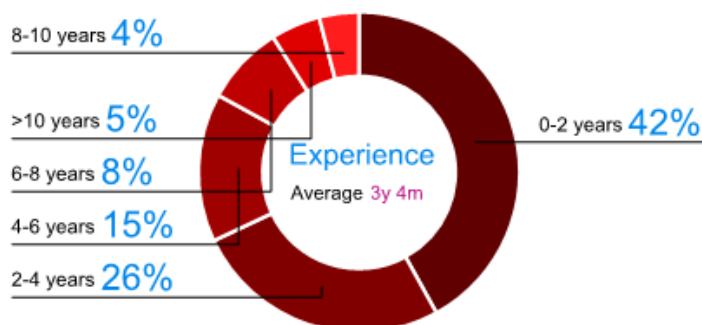
Locations where new hires joined Coca-Cola:



Functions new hires had before joining Coca-Cola:



Experience new hires had before joining Coca-Cola:



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Coca-Cola: Talent Out-Flow

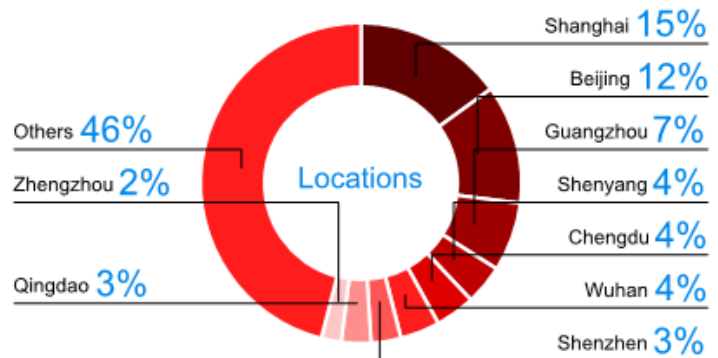
Based on 7,661 Resumes of former Coca-Cola employees

Who is sourcing talent from Coca-Cola?

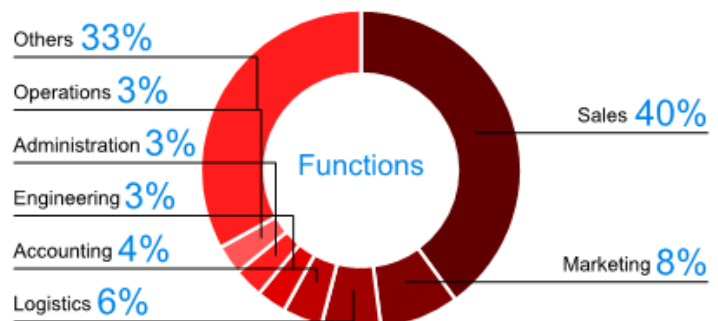
EMPLOYERS

1	Pepsico
2	Nestle
3	Unilever
4	Danone
5	JDB
6	Wrigley
7	Nokia
8	COFCO
9	Swire
10	ABInbev
11	Lotte
12	Want Want
13	MasterKong
14	Bright Dairy
15	Motorola
16	DELL
17	L'OREAL
18	Siemens
19	Samsung
20	Procter & Gamble

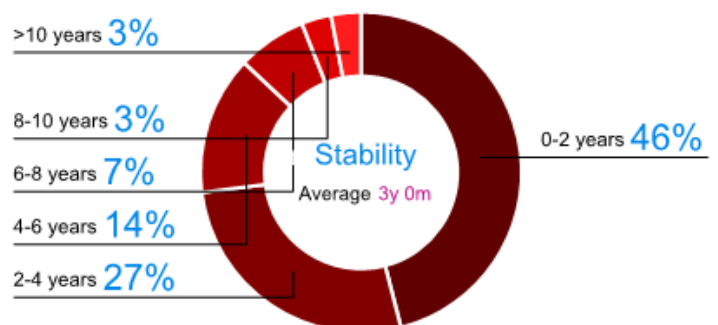
Locations former Coca-Cola employees started for their new employers:



Functions former Coca-Cola employees had before joining their new employers:



Years of employment with Coca-Cola before leaving Coca-Cola:



Pepsico: Talent In-Flow

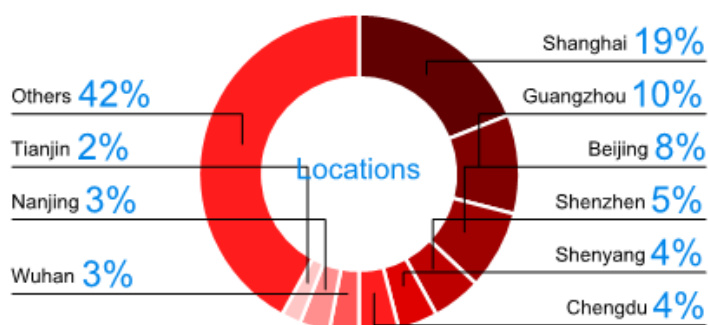
Based on 14,465 Resumes of current and former Pepsico employees

Where is Pepsico sourcing talent from?

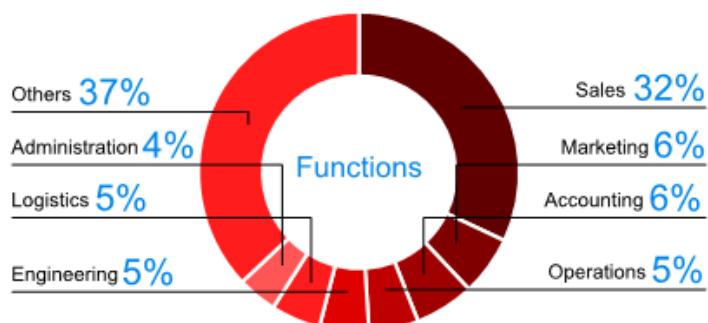
EMPLOYERS

1	Coca-Cola
2	MasterKong
3	Uni-President
4	Want Want
5	Nestle
6	Unilever
7	JDB
8	Procter & Gamble
9	COFCO
10	KFC
11	Jinyi Food
12	Bright Dairy
13	Wrigley
14	Danone
15	ABInbev
16	LG
17	Ping An
18	McDonalds
19	Mars
20	SUNING

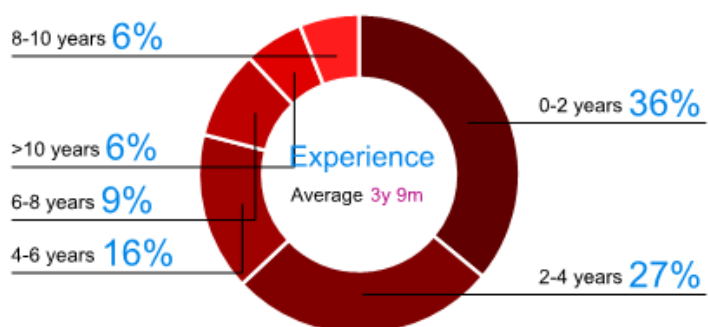
Locations where new hires joined Pepsico:



Functions new hires had before joining Pepsico:



Experience new hires had before joining Pepsico:



Pepsico: Talent Out-Flow

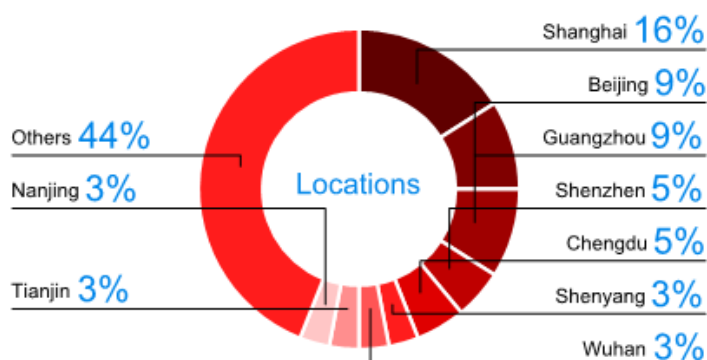
Based on 10,983 Resumes of former Pepsico employees

Who is sourcing talent from Pepsico?

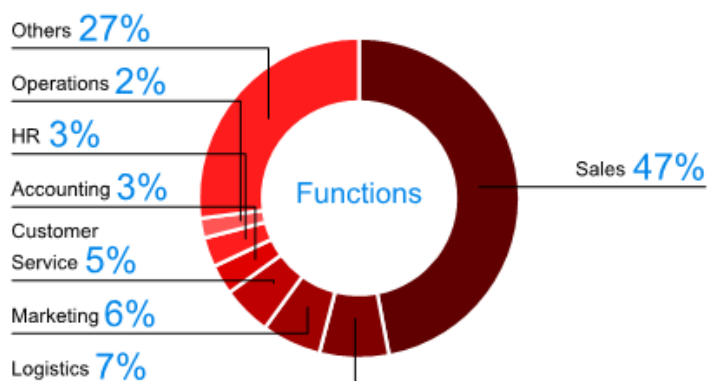
EMPLOYERS

1	Nestle
2	JDB
3	Coca-Cola
4	Unilever
5	Danone
6	COFCO
7	Want Want
8	ABInbev
9	Wrigley
10	Kraft
11	MasterKong
12	Mars
13	Uni-President
14	RedBull
15	Lotte
16	Watsons
17	Colgate
18	Lee Kum Kee
19	Bright Dairy
20	Perfetti

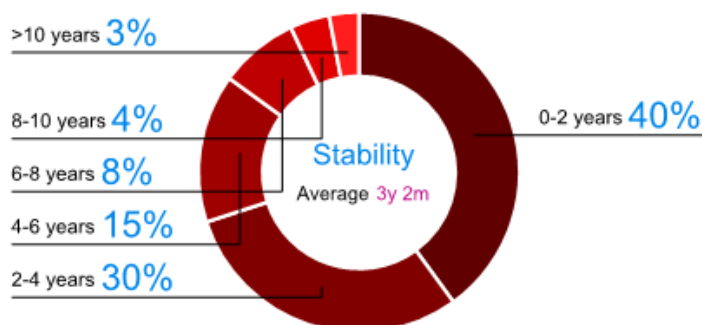
Locations former Pepsico employees started for their new employers:



Functions former Pepsico employees had before joining their new employers:



Years of employment with Pepsico before leaving Pepsico:



Nestle: Talent In-Flow

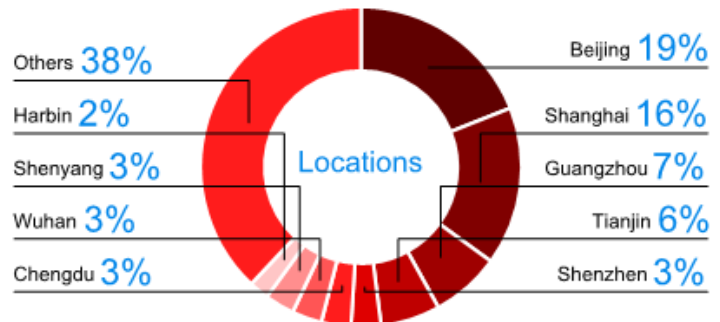
Based on 7,317 Resumes of current and former Nestle employees

Where is Nestle sourcing talent from?

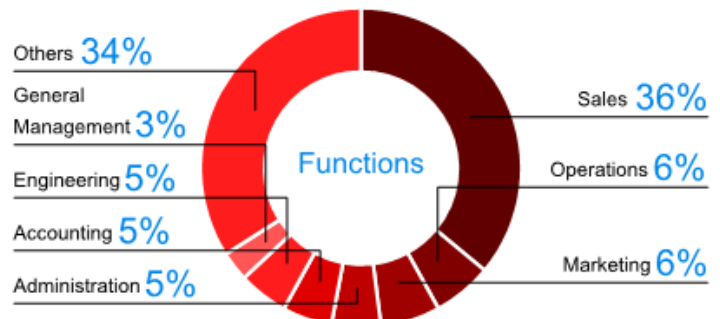
EMPLOYERS

1	Coca-Cola
2	Pepsico
3	Unilever
4	Want Want
5	MasterKong
6	Uni-President
7	Procter & Gamble
8	COFCO
9	Wrigley
10	Jinyi Food
11	JDB
12	Mars
13	Danone
14	TCL
15	Carrefour
16	Motorola
17	ABInbev
18	Kraft
19	KFC
20	Perfetti

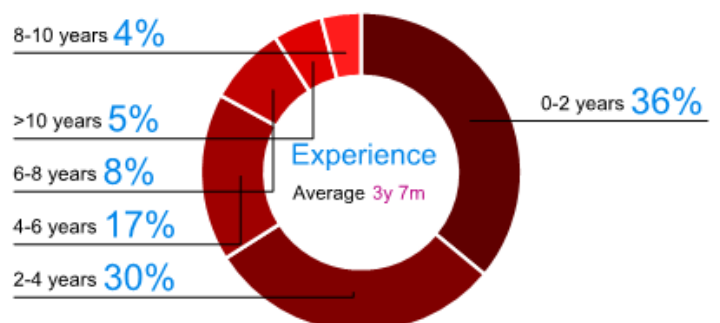
Locations where new hires joined Nestle:



Functions new hires had before joining Nestle:



Experience new hires had before joining Nestle:



Nestle: Talent Out-Flow

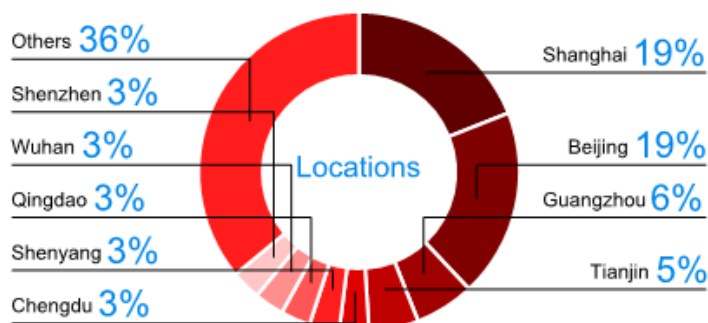
Based on **5,396 Resumes** of former Nestle employees

Who is sourcing talent from Nestle?

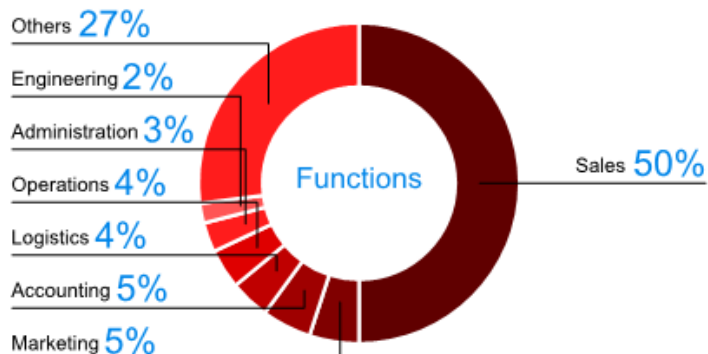
EMPLOYERS

1	Unilever
2	Pepsico
3	Coca-Cola
4	Kraft
5	COFCO
6	Wrigley
7	Danone
8	Lotte
9	Mars
10	L'OREAL
11	Johnson & Johnson
12	JDB
13	Abbott
14	Dumex
15	Yihai Kerry
16	Heinz
17	Want Want
18	Nivea
19	Bright Dairy
20	Orion Food

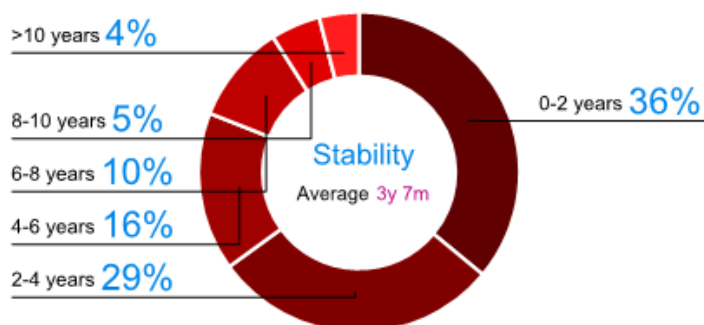
Locations former Nestle employees started for their new employers:



Functions former Nestle employees had before joining their new employers:



Years of employment with Nestle before leaving Nestle:



Unilever: Talent In-Flow

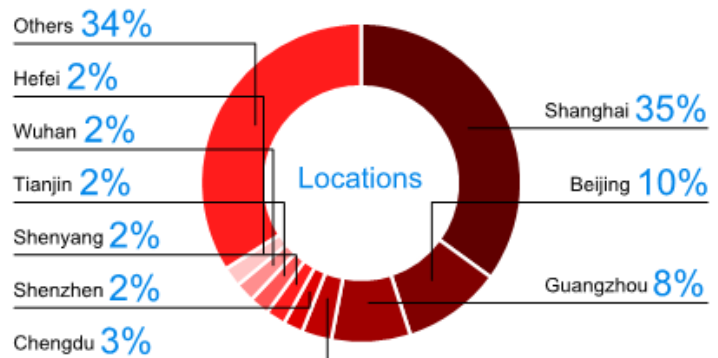
Based on **6,804 Resumes** of current and former Unilever employees

Where is Unilever sourcing talent from?

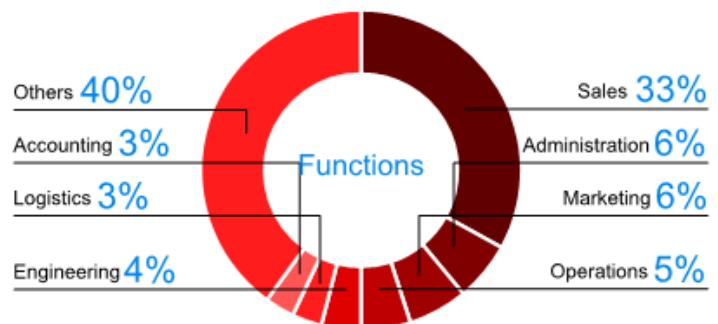
EMPLOYERS

1	Pepsico
2	Nestle
3	Procter & Gamble
4	Coca-Cola
5	Uni-President
6	MasterKong
7	Want Want
8	L'OREAL
9	Danone
10	Nivea
11	Henkel
12	Wrigley
13	Colgate
14	Siemens
15	AVON
16	Jinyi Food
17	McDonalds
18	JDB
19	ABInbev
20	Johnson & Johnson

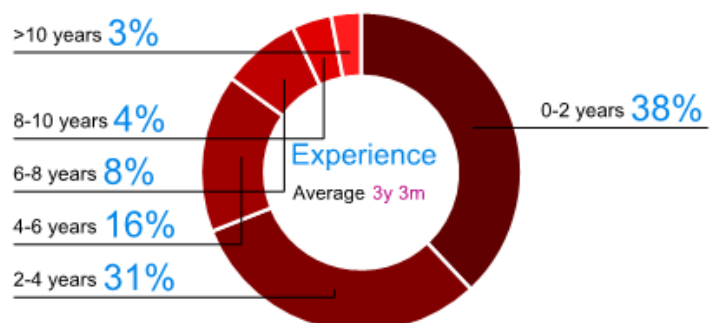
Locations where new hires joined Unilever:



Functions new hires had before joining Unilever:



Experience new hires had before joining Unilever:



Unilever: Talent Out-Flow

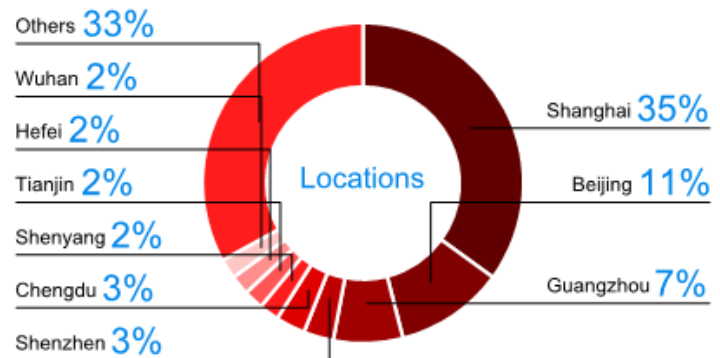
Based on **4,930 Resumes** of former Unilever employees

Who is sourcing talent from Unilever?

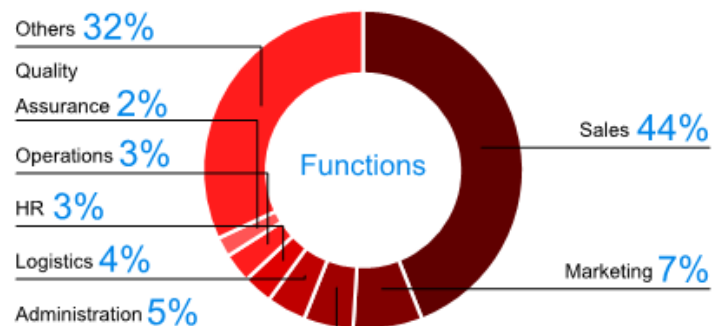
EMPLOYERS

1	L'OREAL
2	Pepsico
3	Nestle
4	Johnson & Johnson
5	Colgate
6	Nivea
7	Procter & Gamble
8	ABInbev
9	Kraft
10	Wrigley
11	Henkel
12	Danone
13	Mars
14	COFCO
15	Bright Dairy
16	Wyeth
17	Coca-Cola
18	CJ
19	Nokia
20	Lee Kum Kee

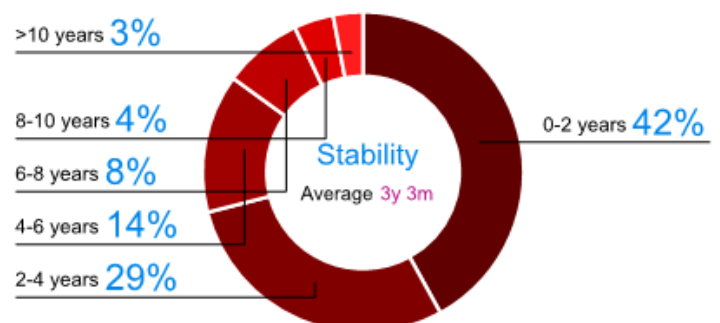
Locations former Unilever employees started for their new employers:



Functions former Unilever employees had before joining their new employers:



Years of employment with Unilever before leaving Unilever:



Danone: Talent In-Flow

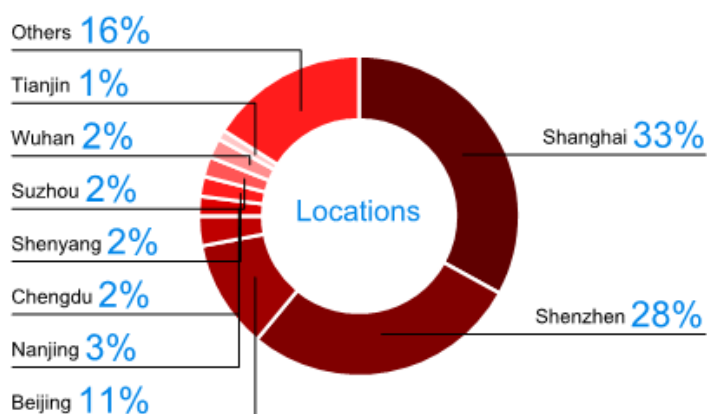
Based on **3,054 Resumes** of current and former Danone employees

Where is Danone sourcing talent from?

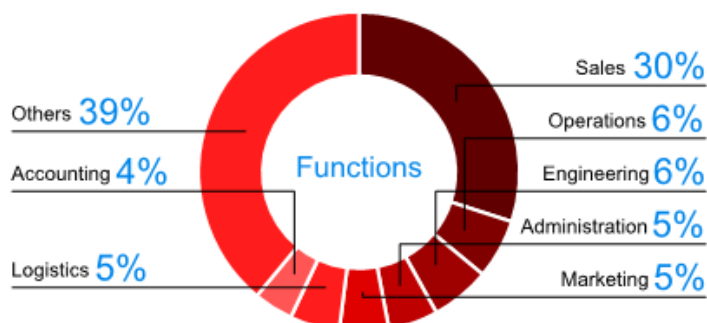
EMPLOYERS

1	Pepsico
2	Coca-Cola
3	Nestle
4	Wrigley
5	Unilever
6	MasterKong
7	Procter & Gamble
8	Uni-President
9	JDB
10	Want Want
11	Mars
12	Jinyi Food
13	Nongfu Spring
14	Bright Dairy
15	Weiquan
16	Motorola
17	Kraft
18	Johnson & Johnson
19	Philips
20	Haier

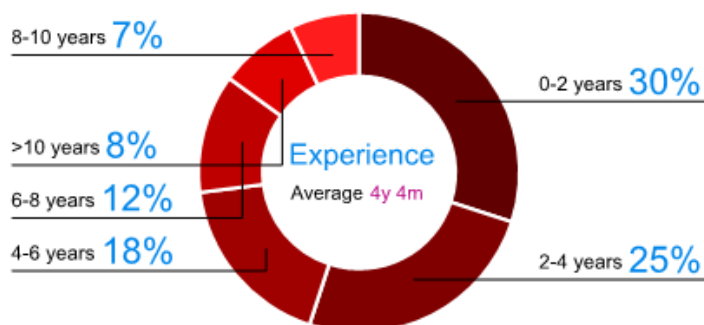
Locations where new hires joined Danone:



Functions new hires had before joining Danone:



Experience new hires had before joining Danone:



Danone: Talent Out-Flow

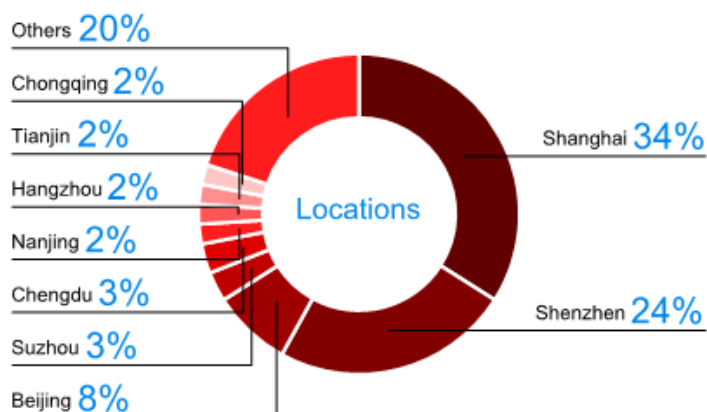
Based on **2,254 Resumes** of former Danone employees

Who is sourcing talent from Danone?

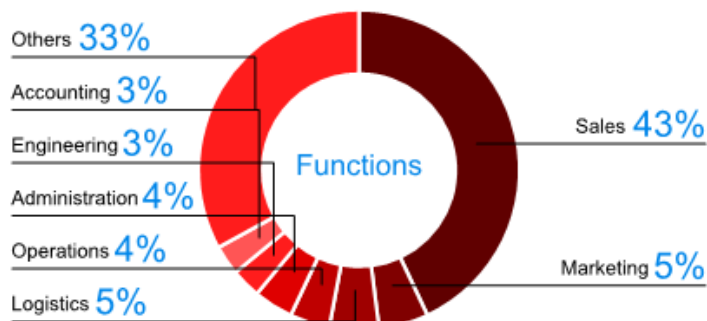
EMPLOYERS

1	Kraft
2	Pepsico
3	Bright Dairy
4	Unilever
5	Nestle
6	Johnson & Johnson
7	Orion Food
8	Perfetti
9	Mars
10	Lotte
11	L'OREAL
12	JDB
13	ABInbev
14	COFCO
15	Coca-Cola
16	Wrigley
17	Procter & Gamble
18	FoodStar
19	Want Want
20	Nivea

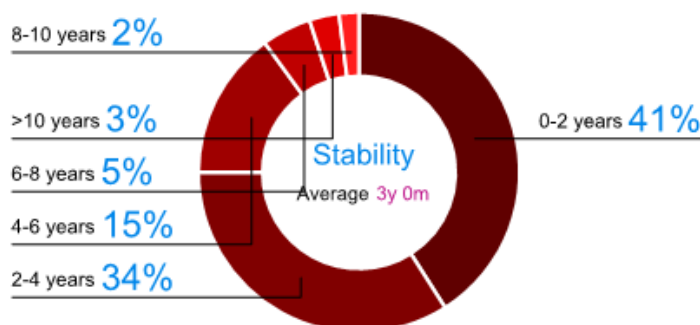
Locations former Danone employees started for their new employers:



Functions former Danone employees had before joining their new employers:

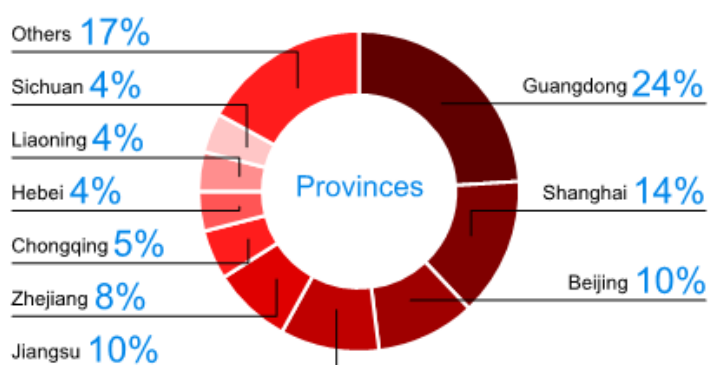


Years of employment with Danone before leaving Danone:



Coca-Cola and 4 Talent Competitors: Job Ads Locations

Based on 100 Job Ads published in March 2014

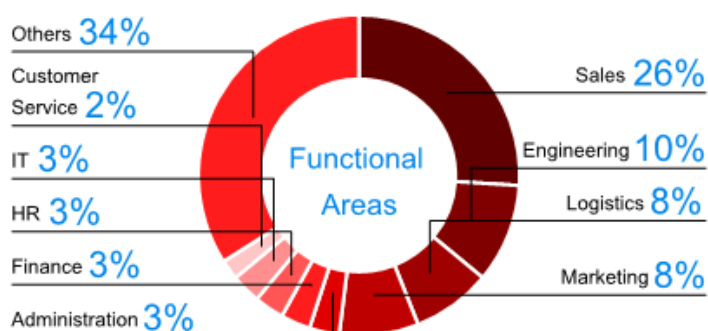


PROVINCE		Job Ads	
		Quantity	%
1	Guangdong	24	24%
2	Shanghai	14	14%
3	Beijing	10	10%
4	Jiangsu	10	10%
5	Zhejiang	8	8%
6	Chongqing	5	5%
7	Hebei	4	4%
8	Liaoning	4	4%
9	Sichuan	4	4%
10	Others	17	17%

Coca-Cola and 4 Talent Competitors:

Job Ads Functional Areas

Based on 100 Job Ads published in March 2014



		Job Ads	
FUNCTIONAL AREA		Quantity	%
1	Sales	26	26%
2	Engineering	10	10%
3	Logistics	8	8%
4	Marketing	8	8%
5	Administration	3	3%
6	Finance	3	3%
7	HR	3	3%
8	IT	3	3%
9	Customer Service	2	2%
10	Others	34	34%



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Director

Chun Liew

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E: c.liew@directhr.cn

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