

**Cadbury – Kraft Foods
Distributor : Rashideen Egypt**



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Cadbury – Kraft Foods Distributor : Rashideen Egypt

Success Story

2003-2011



Quick Introduction

Osama Abou Mousallam

- Managing Director PILLARS Consultancy
- Strategy Support Manager 2004-2008
- Was IT Manager Cadbury 1999-2004



About Cadbury

- ✓ Leader in Confectionery business
- ✓ 100+ SKU's
- ✓ 4 Plants Nation-wide
- ✓ 100+ Sales Team
- ✓ 5 Sales Depots Nation Wide
- ✓ 100+ Retail Trucks



About Rashideen

✓ A leader in FMCG , 254 + Companies World-Wide.



✓ In 2000, Rashideen Egypt : Distribution of Cadbury Adams.



✓ In 2003, Rashideen Trading : Distribution of Kraft foods



✓ Rashideen Int'l Trading : Distribution of Philip Morris



Solution Scope :

The Following Solution was applied

Software



Hardware



Business Benefits :

Optimized our Resources

Elimination of manual data entry as invoices are automatically sent to our ERP



Key Results :

| Measure | Before | After |
|-------------------------|---------|--------|
| Time of making invoices | 15 min | 5 min |
| Invoice Accuracy | 90% | 100% |
| Salesman Accountability | 122 min | 12 min |

Business Benefits

More Optimized

Salesman performs the whole sales cycle in the market on the spot with instant and automatic updates of the

- Scheduled route
- Clients To Visit
- Product prices, Taxes
- Stock Availability



Key Results :

| Measure | Before | After |
|--------------------------|--------|-------|
| Successful Active visits | 60% | 95 % |



Business Benefits

Instant decision making

Instant Updates :

- After each sales call, Data sent via GPRS / instantly viewed by Head office & Operations Center.

Results :

Timely Review of sales progress/Visits



Business Benefits :

Fleet Optimization

The next day order is pre-suggested by the system “Could be altered” based on needs



| Key Results : | Measure | Before | After |
|---------------|-----------------------------|--------|--------|
| | Car Loading | 32 min | 19 min |
| | Car Unloading & Stock count | 25 min | 14 min |



Business Benefits :

Personalized Selling

Applied across Key Accounts, Whole Sales & Key Retailers



- Customer stock
- Customer purchase (as per actual invoice)
- Customer sell out (last 4 Visits/ SKU Level)
- Recommended order

Customer Credit status

- Customer's Credit status prior to the visit.
- Total outstanding balance
- Credit limit of customer



Business Benefits :

Increased Sales Team Productivity/Follow up Personal Performance vs. Target.

Sales rep to track MTD Performance vs. Target

Financial Targets

- Overall
- by category
- by brand
- by product tiers

Other KPIs

- Number of visits
- Strike rate
- Drop Size (avg. invoice)
- Average No. of lines (SKUs) per invoice



Business Benefits :

Visi-cooler Productivity / Management

- A feature that allows sales reps to automatically record issues/ actions
- Define actions Needed for coolers
 - Need maintenance, glass change, remove
 - Model number identification

Results :

Optimized Assets usage



Business Benefits :

Other Functions

Planogram

- A feature that allows viewing planograms through a presentation

Current Promotions

- A reminder “Messages” for ongoing promotions
- Ability to relate promotions to a particular branch

Promotions Dealing Report

- Sales Rep’s progress summary “MTD” against each promotion



Key Challenges

Key Challenges

- ✓ Large No of SKU's Across Various Categories
- ✓ Early Implementers as early as 2003
- ✓ Mixed cultures Three Companies / Three Systems
- ✓ Very tight Schedule to implement 60 Calendar Days !
- ✓ Started Using Non Rigid PDA's then Switched ..
- ✓ Very Sophisticated Commercial Needs
- ✓ Massive Implementation 5 Depots – Over 100 Reps
- ✓ Historic data , and Migration ..
- ✓ Business Language - Technical Language

Our Approach

- ✓ Handled through Products Classification/Menus
- ✓ Teamed up
- ✓ System flexibility
- ✓ Commitment across all parties
- ✓ Use the RIGHT hardware that suites your needs
- ✓ Project Phasing ...
- ✓ Would recommend Pilot prior to full deployment
- ✓ Kept historical data using legacy systems
- ✓ Select the Right Business partner Not an IT vendor



Key Learning's

- ✓ Partner with the RIGHT business partner NOT IT Vendor
- ✓ Consider the Project as BUSINESS PROJECT not an IT Project
- ✓ Set your Performance measures (KPI's Setting)
- ✓ Project Management is THE KEY to success
- ✓ Define/Prioritize your needs
- ✓ Scoping :“Walk before your Run” Apply the “Building Blocks” Mechanism
- ✓ Apply Best Practice “DONT'T INVENT - TWEAK”
- ✓ Apply Pilot before full implementation
- ✓ Train your team : Support Staff / Sales Team Extensively
- ✓ RECRUIT the right resources

