

Case Study: **AUTOMOBILE DEALERSHIP**

Geography: Kenya

Sector: Automobile Dealership

Client: The client is a group company of a well diversified business conglomerate headquartered in Middle East. The company manages prestigious relationships for the group with global automobile manufacturers and has exclusive dealership for European automobile giant for Nairobi, Kenya

Client Challenge: The challenge was to identify an experienced professional with global work experience in automobile dealership industry and willing to migrate to Nairobi

- Our Solution:**
- We at IMS follow a 9-step recruitment process and adhere to the protocols to ensure that all the relevant information is gathered. we connect with candidates through various professional networks and passive search techniques
 - As a duty of care towards the candidate, IMS consultants conduct a thorough research on the cultural aspects of the job location. At the same time, through ongoing interactions, we also gauge candidate's willingness and ability to shift base and adapt to different cultures
 - Using the same approach, we started looking for suitable candidates and sent two profiles to begin with
 - At that stage, we were able to identify professionals who had thorough knowledge about the given sector and were experts in their own field However, they had no international exposure. One of our challenges was also that candidates with required international exposure would not fit into the given salary range. Backed by research and understanding of compensation and benefits pattern, we were able to convince the client to raise the salary range
 - As the salary range was more competitive, we were able to identify five candidates of different nationalities that met all essential criteria set by the client

Results: A successful placement was made

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