

## Case Study: FMCG

**Geography:** Kenya

**Sector:** FMCG

**Client:** The Client is a leading FMCG Group head quartered at Kenya. A 1500 employee company, the group manufactures Confectionery, Stationery, Food Mixes and Footwear

**Client Challenge:** The challenge was to identify an experienced Senior Level Kaizen Specialist for this FMCG group, as the Kaizen specialists are more associated with the Automobile/Automotive sector in the market

**Our Solution:**

- Using the 9 step recruitment process, One World started looking for suitable candidates and sent three profiles to begin with. The candidatures got rejected as those candidates were based at India
- Our challenge was to get a candidate who was working/based at any of the overseas locations (Outside India) or recently worked in any of the overseas locations (Outside India) with having an experience from FMCG industry
- One World searched for candidates more vigorously and became successful in getting suitable candidates out of which one with a combined experience of FMCG and Automobiles was placed with the client

**Results:** A successful placement was made generating a huge lump sum of revenue

This case study is the property of IMS One World. All Case Studies have been inferred from actual live activities. Information provided is factual and in certain cases the figures are referential. Specific client information and data are kept in confidence to protect our clients' business interests. If you have any further questions or want to know more on how IMS can help your business please email us at [info@imsoneworld.com](mailto:info@imsoneworld.com)

©2018 IMS One World, All Rights Reserved.