

Situation: Knowledgefaber did in-depth study on sales structure of FMCG industry in India

Total of 25 tier-1 and tier-2 cities across length and breadth of India were studied to understand various aspects related with the sales force of FMCG industry in India like split across various regional levels, by employer, by segments like C&F agents, Distributors, DSEs, hierarchical level, responsibility, work profile, experience level, etc.

A 360⁰ analysis of sales structure used in FMCG industry in India was carried out using 6000+ primary interviews of industry participants like employees, industry experts, sales managers, sales agents, distribution companies, and others, across 25 cities in India, and extensive secondary research was carried out to validate and support information from primary interviews.

We created a modeller in which the industry sales force was quantified and cross tabulated against cities, employer, job profiles, and experience levels. The information was then analyzed to benchmark various companies present in the industry across various parameters like effectiveness of sales structure, no of people hired, compensation practises, regional footprint, etc.

Top companies in the industry were identified across different cities, and regions. A full analysis of compensation and benefits structure offered to different employees was modelled by regional as well as company level. This provided an overall image of compensation and benefits structure in the industry.

Finally we came up with a report which talks about how the FMCG industry in India is divided in terms of number of people employed in sales division, what is the organisation structure, how the numbers are divided on the basis of experience levels, job profiles, location wise, company wise, etc.