RESOURCE LINKED GROUP

MISSION

Our Mission is to be the foremost partner for high growth organizations in the development of Human Capital base. We believe that thriving forward with utmost dedication and commitment will make your partnership with Resource Linked a successful one.

VISION

Resource Linked is your full service Human Capital management partner that ensures the appreciation of your human capital base through blended solutions in Recruitment, Training and Development, Employee and Business Process Outsourcing and Organizational Restructuring Solutions; as well as providing excellence in Retail and Distribution. We are fueled by our vision to become the foremost human capital management outfit in Middle-East and Asia, crossing $100 million and impacting 100,000 households directly by 2025.

RESOURCE LINKED

PEOPLE
RESOURCE LINKED

- RECRUITMENT
- OUTSOURCING
- ORGANIZATIONAL DEVELOPMENT

TRADING
RESOURCE LINKED

- DISTRIBUTION
- WAREHOUSING
- LOGISTICS

RETAIL
RESOURCE LINKED

- IN-STORE MERCHANDISING
- IN-STORE AUDIT
- RETAIL TECHNOLOGY
- SHOPPER RESEARCH
- PARTNERING SERVICES
- TRADE MARKETING CONSULTANCY

VERTEX
RESOURCE LINKED

- BRAND ACTIVATION
- RURAL PROGRAMS
- BRAND AMBASSADOR PROGRAMS
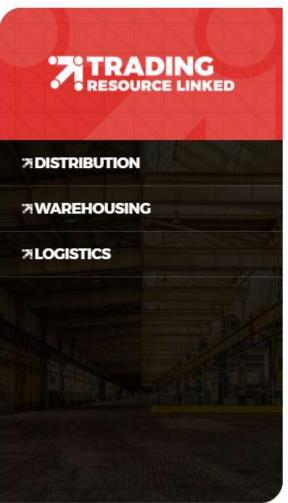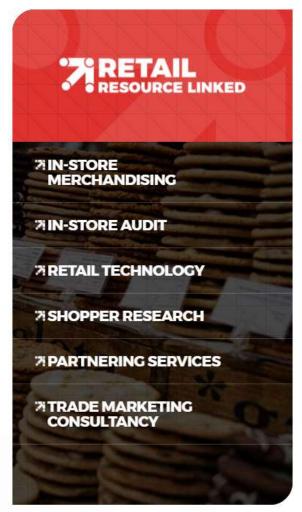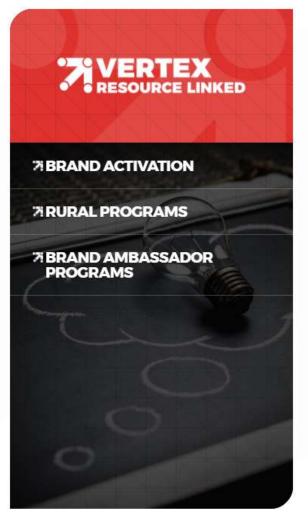
GEOGRAPHICAL FOOTPRINTS

CURRENT OFFICES SET UP IN

- Karachi
- Lahore
- Islamabad
- Jhelum
- Multan
- Hyderabad
- Sukkur
- Rahim Yar Khan
- Sargodha
- Bahawalpur

FUTURE LOCATIONS

- Faisalabad
- Gujranwala
- Peshawar

TOP CLIENTS

Coca-Cola

National

PHILIP MORRIS INTERNATIONAL

OTHER CLIENTS

Dabur

Dalda

Pepsi

engro foods

LOTTE

Vitalize

L'ORÉAL

Unilever

rb

daaman

Red Bull

HUM

HSY. HASSAN SHEHERYAR YASIN

gsk GlaxoSmithKline

TONI&GUY

Shan

Continental Biscuits Ltd.

Hilal

Fauji Fresh n Freeze

ISMAIL INDUSTRIES LIMITED

Shield

ICI Paints

Khaadi

meat one NOTHING BEATS MEAT

Careem

SC Johnson

RESOURCE LINKED

OUR PEOPLE

Our Team is Our Strength

MOAZZAM ALI KHAN

EXECUTIVE DIRECTOR

EXPERIENCE:

13 Years of comprehensive **General Management** and **Marketing** Experience – L'Oreal & Unilever

- **General Manager Sales and Marketing L'Oreal Pakistan**
- **Marketing Manager L'Oreal Pakistan**
- Marketing Manager Skin Care Unilever
- Global Brand Manager Knorr Unilever **– London UK, Hamburg Germany**

EXPERTISE:

- Organizational Development **– Setup L'Oreal in Pakistan**
- Team Building and Talent Management
- Strategy Development and Implementation
- Top Leadership Skills and Capabilities
- Organizational Profitability and Financial Management
- Marketing and Brand Development
- Sales and Distribution Management

ADEEL RASHEED

CHIEF EXECUTIVE OFFICER

EXPERIENCE:

14 years of diversified **Marketing** & **Sales** Experience – Unilever - Director Shopper and Customer Marketing

- Director Home Care
- Marketing & Channel Manager Ice Cream
- Regional Brand Manager HHC Africa, Middle East, Central Asia and Turkey
- Brand Manager Hair Care
- Global Assistant Brand Manager Hair Care
- Member Customer Development Leadership team
- Member Unilever Leadership Forum

EXPERTISE:

- Building Category and Strategy Development
- Managing and developing P&L Targets
- Creating and Leading Dynamic Teams
- Agent of Chain Management and Restructuring
- Trade Category and Sales Management

ZUNAIR HUSSAIN KHAN

MANAGING PARTNER – TRADING

EXPERIENCE:

14 Years Experience in **Sales**, **Marketing** and **Customer Marketing** – Engro Foods, Red Bull & Unilever

- General Manager Sales, Distribution & Capability Omore - Engro Foods
- Customer Marketing Manager Omore – Engro Foods
- Distribution Partner Manager – Red Bull
- Channel Manager & Area Manager – Unilever
- Assistant Brand Manager – Unilever

EXPERTISE:

- Lead the Omore Business Turn around
- Team Building and Talent Management
- Strategy Development and Implementation
- Top Leadership Skills and Capabilities
- Organizational Profitability and Financial Management
- GTM and RTM strategies and execution
- Sales and Distribution Managements
- Customer, Channel Partner Program Development

ALI MUKHTAR CHAUDARY

EXPERIENCE:

6 years of **Marketing** & **Business Development** Experience - Unilever

- Senior Brand Manager Laundry – Sunlight & Comfort
- Brand Manager Fair & Lovely
- Brand Manager Creamy Delights & Carte Dor
- Beauty Category Lead Unilever
- Low Cost Business Model lead on Laundry Category
- Management Trainee Marketing

EXPERTISE:

- Brand & Category Building
- Market & Business Development
- Team Building
- Managing & Delivering Category P&L

MANAGING PARTNER – ACTIVATIONS

OUR SERVICES SUITE

Research, Audit & Universe Tagging

- Technology enabled instore visibility audits backed by live dashboards
- Store level KPI reporting and instant access to store pictures online
- GIS Mapping, Geo Tagging and Route Optimization

Brand Ambassadors

- Instore Brand Ambassadors – Shopper Interaction and Selling
- Technology enabled field tracking and data analytics
- Customer Sales Data and Tertiary Sales Data

Merchandising Automation

- 600+ technology enabled merchandiser force in rural and urban Pakistan
- Setting up of instore merchandising program design for clients
- OOS Reporting and Live Analytics

  Insights Generation

Trade Marketing

- Joint Business Planning
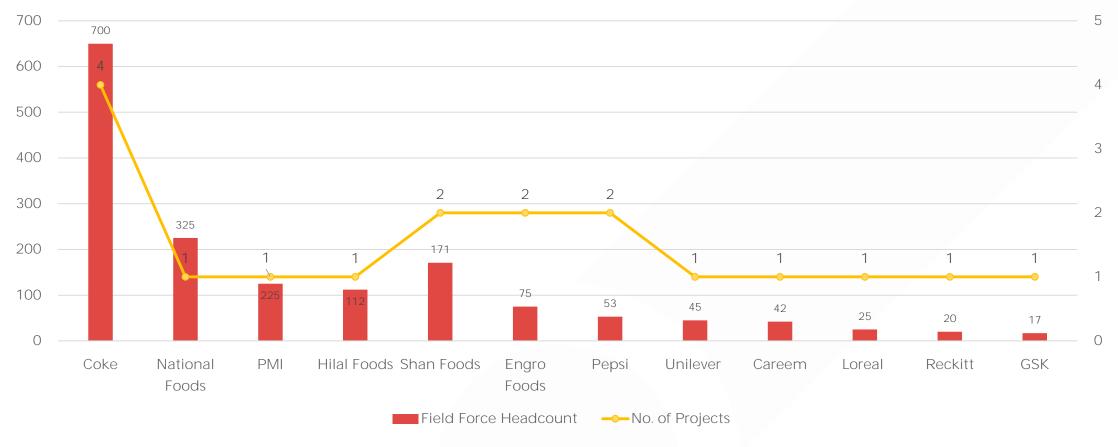- Contracts, Margin and Counterpart negotiation and deployment
- Channels & Trade Category Plans

KEY WINS IN LAST 2 YEARS

RETAIL RESOURCE LINKED

100+ Cities	Offices in KLIHM	2000+ People	150+ Supervisors
50+ MGMT Staff	15 Clients ++	Technology Enabled	In-House QC
Insight Generation	In-House Training & Assessment Centers	In-House Recruitment	Legally Compliant

Extensive experience in Retail Merchandising, Census, Audit & Compliance – vast footprint of outlets covered

Perfect Store Audit
- Biggest merchandising audit in FMCG sector
- 40K shops across 91 cities – Urban + Rural
- 50 Auditors
- All categories covered

Retail Merchandising
- 202 Merchandisers in urban centers nationally
- 9K stores across urban Pakistan GT + MT
- All categories covered
- Hybrid solution of payroll, retail merchandising technology and data dashboards

Retail Census
- 50K stores across top 13 Urban cities
- Shampoo, Hair Color, Face-wash and Makeup

Merchandising & BA Program
- South Region
- 3500 outlets per month
- 40 merchandisers and 15 Bas

Field Sales & In-Store Audit
- Outsourcing of 500 order bookers across 7 distributors
- End to End HR solution
- Payroll, legal compliance, attendance, attrition control, appraisal management, training and quick hire
- 85 Auditors Technology Enabled

Consumer Engagement
- 218 Sales Promoters
- Karachi, Hyderabad and Multan
- Technology enabled

Retail Census
- 25K stores across 7 urban cities
- Coverage expansion for soap category

Merchandising
- 80 Merchandisers in top 15 cities
- 5K Stores across Urban
- IMT, LMT & GT
- Hybrid solution of payroll, retail merchandising technology and data dashboards

Merchandising Audit
- 40 Auditors
- 10,000 Outlets
- Analytics

Perfect Store Audit
- 1000 top end stores across K/L/I
- All SKU covered

Merchandising & BA Program
- 100 Merchandisers
- 40 Brand Ambassadors in IMT & LMT
- 3000 top outlets covered across Pakistan
- End to End delivery on merchandising compliance, technology and analytics

Mystery Rides
- Careem Captain Audits
- Improving quality of captains through audit based incentives and penalties
- Audit and payout design
- 1000 ride audits across KLI

MERCHANDISING AUTOMATION & VISIBILITY AUDIT
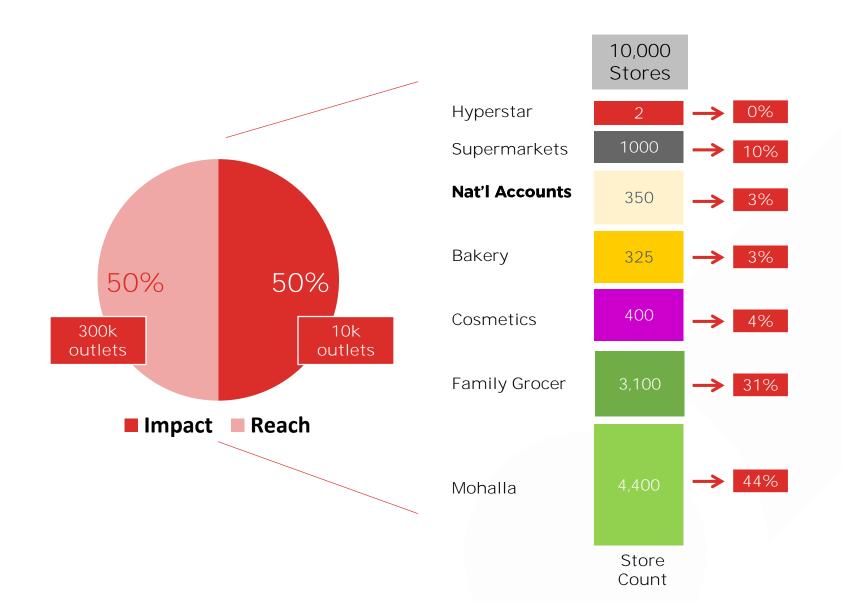
TRAINING & DEVELOPMENT

WHERE TO PLAY?
10k stores = 50% of retail business

	10,000 Stores		
Hyperstar	2	→	0%
Supermarkets	1000	→	10%
Nat'l Accounts	350	→	3%
Bakery	325	→	3%
Cosmetics	400	→	4%
Family Grocer	3,100	→	31%
Mohalla	4,400	→	44%
	Store Count		

Pie chart:
- 50% — 300k outlets
- 50% — 10k outlets

■ **Impact** ■ **Reach**

In-store Excellence

DEFINE ➡ PLAN ➡ EXECUTE ➡ MEASURE

DEFINE

Right product availability at the right shop

PRODUCT

New product distribution

PACK

Right visibility tools for each channel
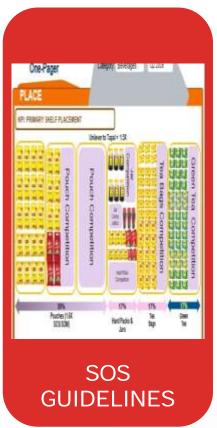
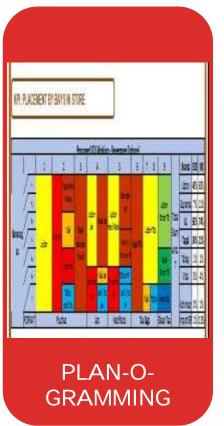**PROPOSITION**

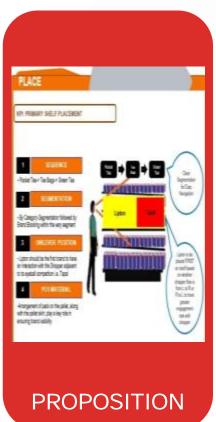Right promotion at the right channel

PROMOTION

Maximize share of display

PLANOGRAM

CHANNEL ASSORTMENT

SOS GUIDELINES

PLAN-O-GRAMMING

PROPOSITION

RETAIL RESOURCE LINKED

DEFINE

ASSORTMENT CHARTS

MUST HAVE SKUs

NICE TO HAVE SKUs

Channels Vs SKUs

	GT	RMP	USC	ICA	RMG	NON - BRD	BA	LG GOLD	LG Platinum	CP	KA	LG Silver	Select All
Olpers Lassi Sweet 250ml Edge	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Olpers Lassi Salty 250ml Edge	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Olpers Mango Lassi 250ml Primary Pack	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Olpers Strawberry Lassi 250ml Primary P	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Olpers Cream 200ml	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Olpers 250 ML Ecolean	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Olpers 1000 ML Edge	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Olpers Milk 1500ml	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Olpers 750ml Gemina	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Omung Dobala Ecolean	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Dairy Omung 250ml	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Dairy Omung 1000ml	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐
Dairy Omung 1500ml	☑	☑	☑	☑	☑	☑	☑	☑	☑	☐	☑	☑	☐

RETAIL RESOURCE LINKED

DEFINE

CATEGORY AND CHANNEL WISE SHARE OF SHELF GUIDELINES

TOTAL
6 BOXES

HILAL
3 BOXES

DEVISE CHANNEL WISE – LOOK OF SUCCESS

DEFINE

PLANOGRAMMING

1st Shelf
Olper's Cream xx%
Olper's 250 ml xxx%

2nd Shelf
Olpers Lite : xx%
Olpers 1000ml : xxx%

3rd Shelf
Tarang   xx%
Olpers 1 liter xx%
Olpers 1.5 liter xxx%

4th Shelf
Omung 1 liter xx%
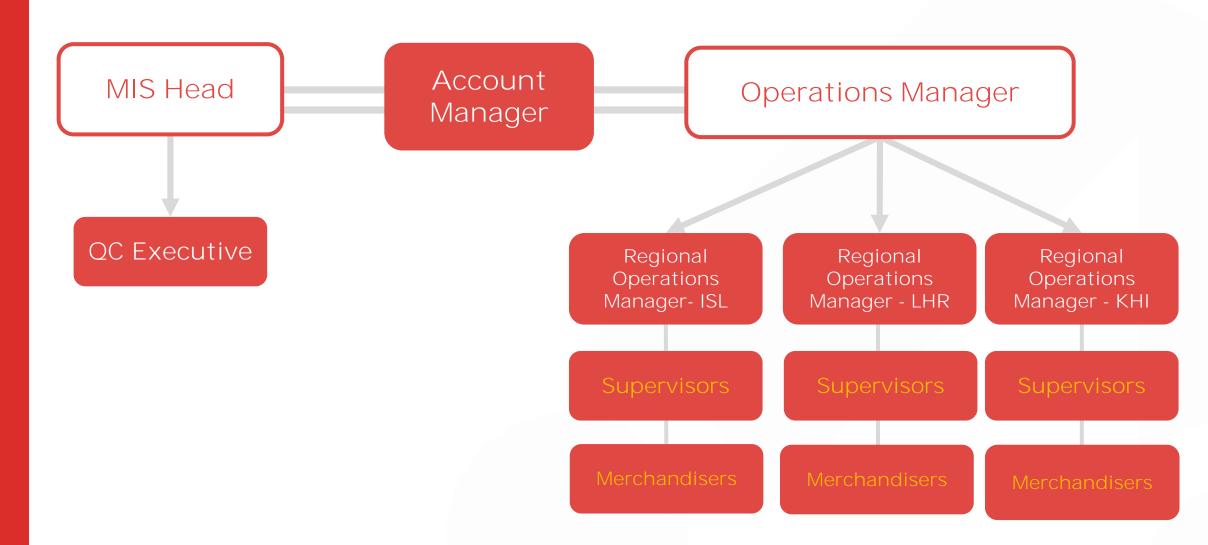Omung 1.5 liter xxx%
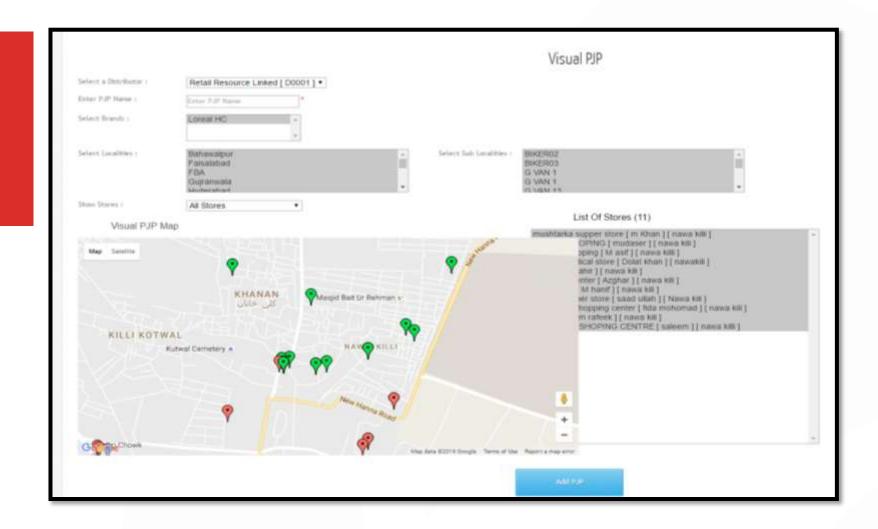Olpers 1.5 liter xxx%

DEFINE

PROPOSITION TOOLS AND CTA BRANDING

PLAN

MAXIMIZING NUMBER OF SHOPS PER MERCHANDISER

EXECUTE

- Hiring and deployment of Merchandising sales force – at Client distributor premises

- Attrition Management + available talent pipeline for Quick Hire

- Training of team (RL and Client) on Planograms, Technology, Dash Boards MHS and Android

- Payroll Management

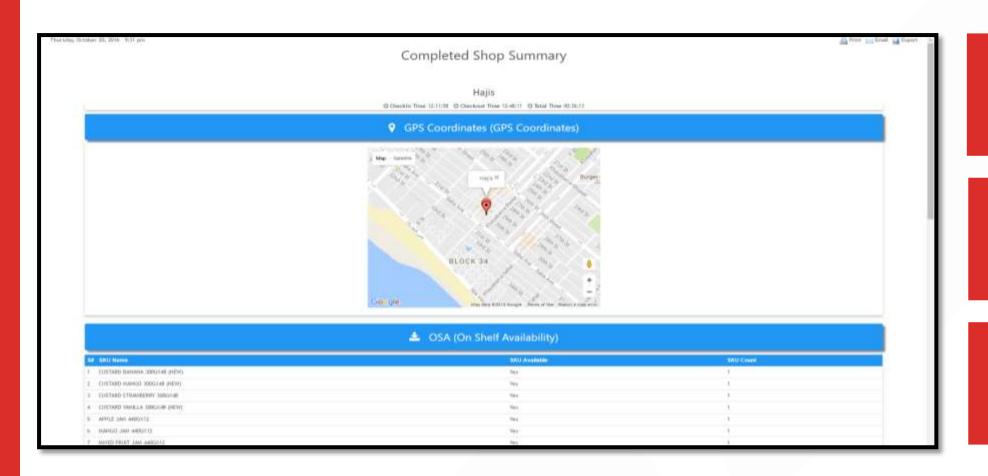- Fixed Asset Management – Android *

*Charged at Actuals

RIGOROUS MONITORING

EXECUTE

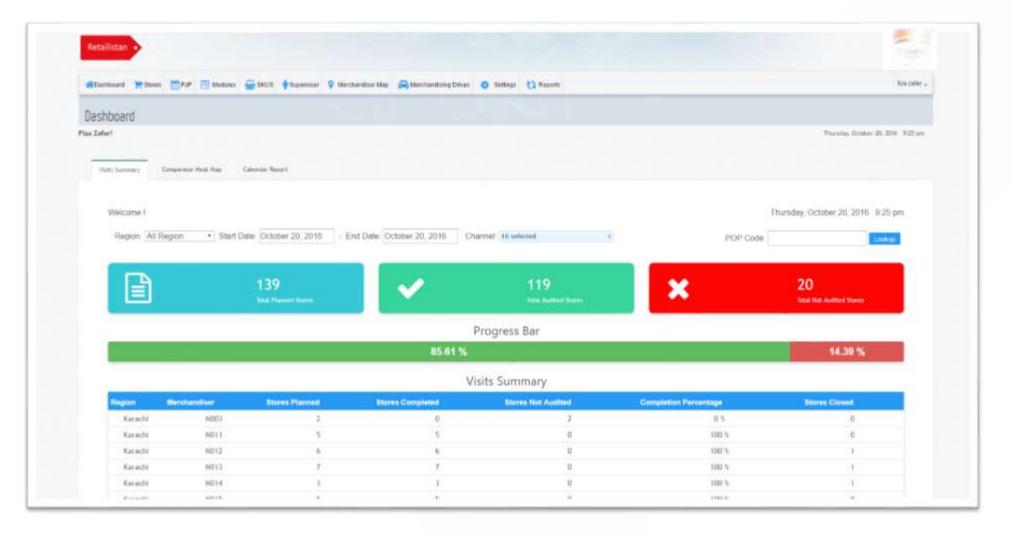GPS ACTIVE TRACKING

STOREWISE REAL-TIME IMAGE UPDATES

COMPETITION UPDATE

RETAIL RESOURCE LINKED

EXECUTE

- 80%+ sync ups/merchandiser for attendance and performance KPIs are tracked separately

THE THREE COMPONENTS OF TECHNOLOGY

MEASUREMENT

RETAIL RESOURCE LINKED

Leadership Region / Accounts / Category Review

3 Data Visualization / Reporting

1. Live Cloud-Based Dashboard
2. Compliance Checks
3. Loss Tree / Fishbone diagram
4. Geo / Google Maps Integration
5. SnD Integration for Payment Processing
6. Customized Reports

1 Data Capturing / Recording

Field Auditors record data on the app

Retail Resource Linked Team Analyzes & Visualizes Data

2 Data Monitoring / Processing / Tracking

a. Feet on the Street Dashboard with GPS Breadcrumb Trail
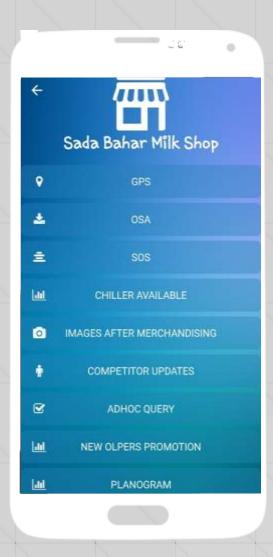b. Itinerary Planning / GPS Tagged Stores / Live Pictures

THE APP

RETAIL RESOURCE LINKED

Sada Bahar Milk Shop

- GPS
- OSA
- SOS
- CHILLER AVAILABLE
- IMAGES AFTER MERCHANDISING
- COMPETITOR UPDATES
- ADHOC QUERY
- NEW OLPERS PROMOTION
- PLANOGRAM

- GPS
- ASSET TRACKING
- COMPETITIVE UPDATES
- OOS
- SOS
- PLANOGRAM
- MARKET EXECUTION PICTURES
- COMPETITIVE PICTURES
- OSA
- NEAR EXPIRY STOCK
- AD HOC QUERIES
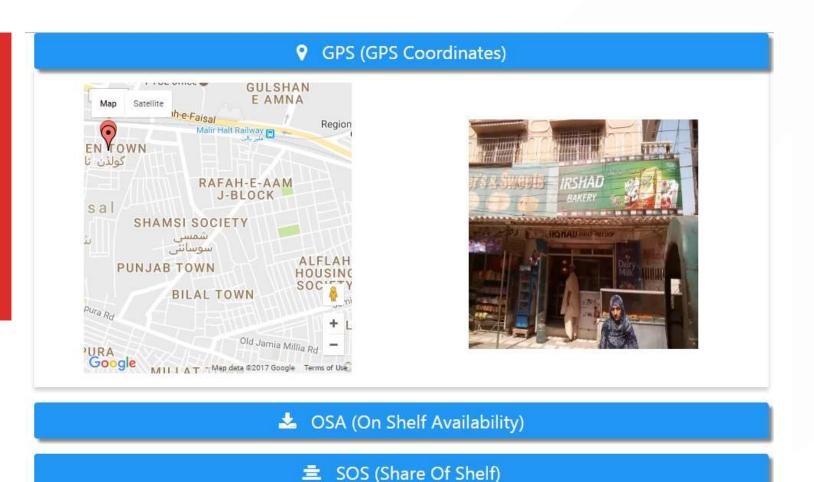
RETAIL RESOURCE LINKED

Shop fascia and location tracking to ensure merchandiser visits planned outlets daily. Merchandiser map can also be tracked.

📍 GPS (GPS Coordinates)

⬇ OSA (On Shelf Availability)

☰ SOS (Share Of Shelf)

RETAIL RESOURCE LINKED

OSA recorded for own and competition SKUs

OSA (On Shelf Availability)

S#	Category Name	SKU Name	SKU Available	SKU Count
1	Premium UHT Milk - Engro	Olpers 250 ML Ecolean	Yes	1
2	Premium UHT Milk - Engro	Olpers 1000 ML Edge	Yes	1
3	Dairy Drink - Engro	Dairy Omung 250ml	Yes	1
4	Dairy Drink - Engro	Dairy Omung 1000ml	Yes	1
5	Liquid Tea Creamer - Engro	Tarang 125 ML	Yes	1
6	Liquid Tea Creamer - Engro	Tarang 250 ML	Yes	1
7	Liquid Tea Creamer - Engro	Tarang 500 ml	Yes	1
8	Premium UHT Milk - Competition	Milkpak 1 Litre	Yes	1
9	Premium UHT Milk - Competition	Milkpak 250ml	Yes	1
10	Liquid Tea Creamer - Competition	Everyday Liquid 180ml	Yes	1

Total SKU Availability	10/21	=	48%
OOS SKU	11/21	=	52%

SOS (Share Of Shelf)

Chiller Available(Planogram)

Images After Merchandising (Photos)

For sensitive SKUs an alert system can be activated in the system for every POP

Out of Shelf (OSA)

IRSHAD BAK

S#	Category Name	SKU Name	SKU Code
1	UHT Cream - Engro	Olpers Cream 200ml	SKU00005
2	Premium UHT Milk - Engro	Olpers Milk 1500ml	SKU00008
3	UHT Cream - Engro	Omung Dobala Ecolean	SKU00010
4	Dairy Drink - Engro	Dairy Omung 1500ml	SKU00014
5	Liquid Tea Creamer - Engro	Tarang 200 ML	SKU00017
6	Asli Desi Ghee - Engro	Tarka Asli Desi Ghee 1kg	SKU00021
7	Liquid Tea Creamer - Competition	Teamax 250ml	SKU00024
8	Liquid Tea Creamer - Competition	Teamax 125ml	SKU00025
9	UHT Cream - Competition	Milkpak Cream	SKU00027
10	HCLF	Olpers Lite 1000ml	SKU00028

RETAIL RESOURCE LINKED

Minimum no. of SKUs can be built in so system does not accept less SOS or raises a flag

GPS (GPS Coordinates)

OSA (On Shelf Availability)

SOS (Share Of Shelf)

S#	Category Name	Company Length	Total Length	SOS Percentage
1	UHT Cream - Engro	0	1	0 %
2	Premium UHT Milk - Engro	6	10	60 %
3	Dairy Drink - Engro	7	7	100 %
4	Liquid Tea Creamer - Engro	4	6	67 %
5	Asli Desi Ghee - Engro	0	1	0 %

Chiller Available(Planogram)

Images After Merchandising (Photos)

Planogram(Planogram)

Category or shelf wise pictures as per channel requirements

RETAIL RESOURCE LINKED

Competition Activity recorded and reported for every POP with details
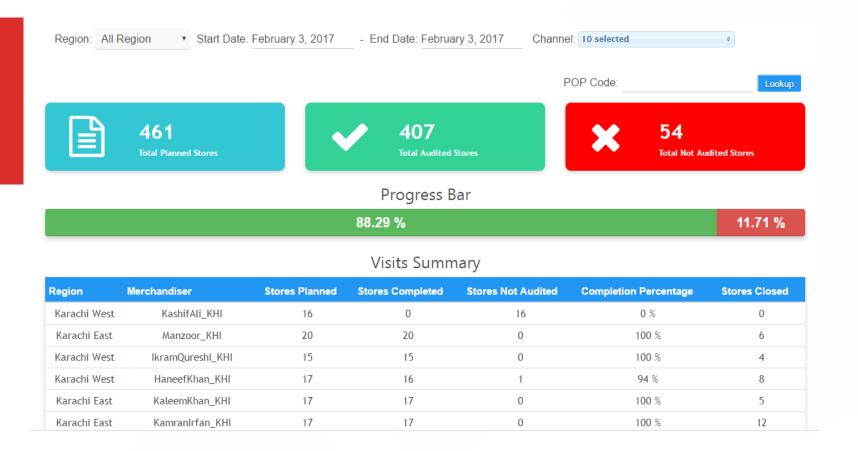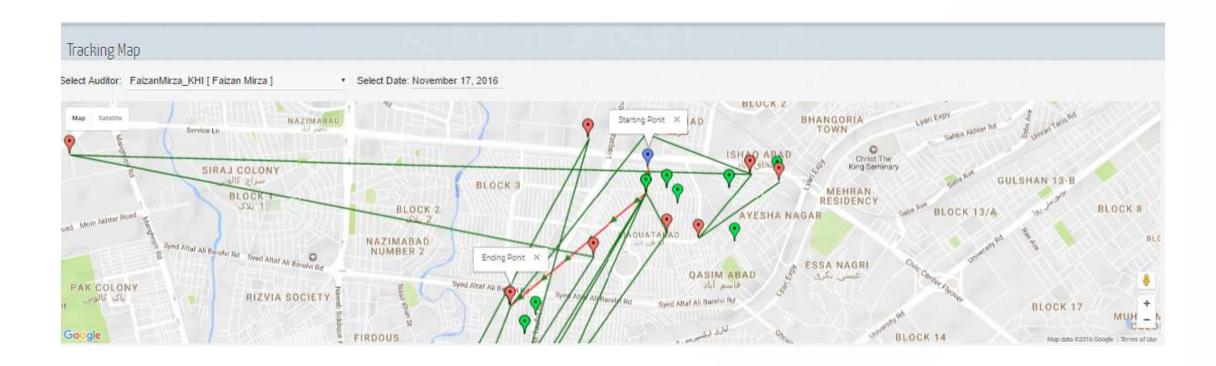
Ensuring coverage and data collection from 90% of the planned stores

Live tracking of project / merchandiser productivity

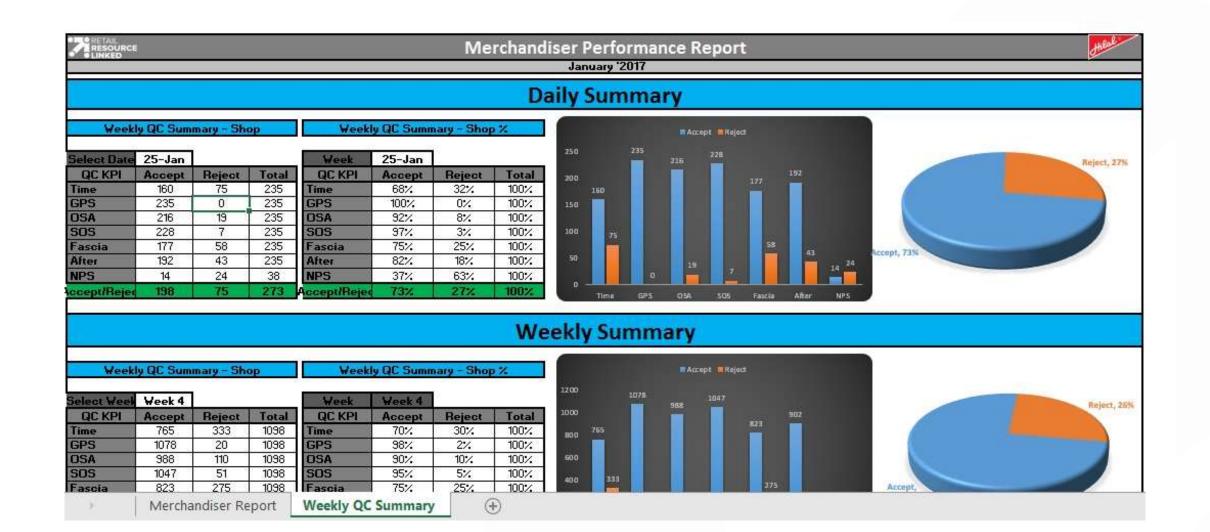Region: All Region ▼   Start Date: February 3, 2017 - End Date: February 3, 2017   Channel: 10 selected ⬍

POP Code: _____ Lookup

| 461 Total Planned Stores | 407 Total Audited Stores | 54 Total Not Audited Stores |

Progress Bar

| 88.29 % | 11.71 % |

Visits Summary

Region	Merchandiser	Stores Planned	Stores Completed	Stores Not Audited	Completion Percentage	Stores Closed
Karachi West	KashifAli_KHI	16	0	16	0 %	0
Karachi East	Manzoor_KHI	20	20	0	100 %	6
Karachi West	IkramQureshi_KHI	15	15	0	100 %	4
Karachi West	HaneefKhan_KHI	17	16	1	94 %	8
Karachi East	KaleemKhan_KHI	17	17	0	100 %	5
Karachi East	KamranIrfan_KHI	17	17	0	100 %	12

Field Force Tracking in QC

Red tags are the actual shop locations, green ones indicate todays visit tags

KPI REPORTING

RETAIL RESOURCE LINKED
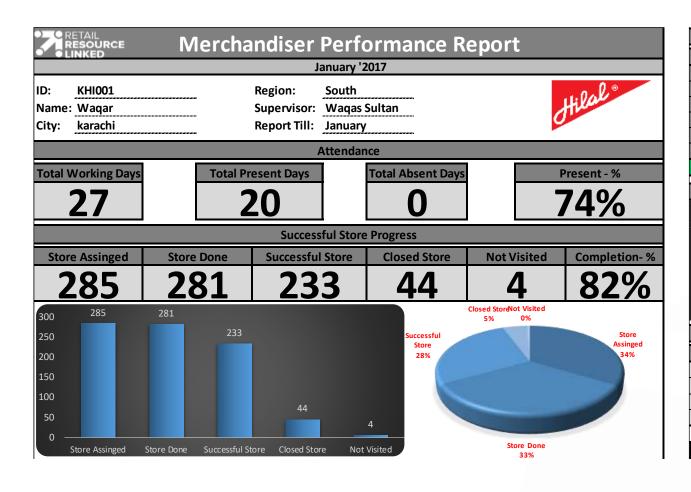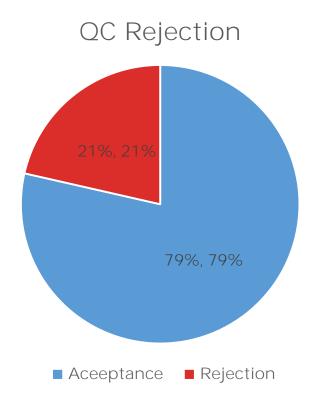
Merchandiser Performance Report

January '2017

ID:	KHI001	Region:	South
Name:	Waqar	Supervisor:	Waqas Sultan
City:	karachi	Report Till:	January

Hilal ®

Attendance

Total Working Days	Total Present Days	Total Absent Days	Present - %
27	**20**	**0**	**74%**

Successful Store Progress

Store Assinged	Store Done	Successful Store	Closed Store	Not Visited	Completion- %
285	**281**	**233**	**44**	**4**	**82%**

KPI Progress

KPI's	Accept	Reject
Time	40	30
GPS	67	3
OSA	69	1
SOS	66	4
Fascia	54	16
After	70	0
Total	**84**	**6**

Reject 7%
Accept 93%

Daily Syncup

Syncup   Assigned

Overall Progress

Criteria	Accept		Total Score
Attendance Report	74%		
Store Progress Report	82%	➡	**87%**
QC KPI Report	93%		
Syncup Report	99%		

MIS Department

KPI STRUCTURE

PERSONAL PERFORMANCE SCORECARD					
PLANNING FOR REVIEW PERIOD:					
TARGET	TOTAL WEIGHT	THEME	WEIGHT	OBJECTIVE	MEASURE
JOB PROFILE TARGETS	100%	Attendance	20%	Ensure attendance and punctuality	On daily basis reporting time is 09:00 am at distribution and make sure you hit the first outlet by 09:40 am and spend 7 working hours
		Time Stamp		Device must be used properly and app should be reflecting the real time spent in an outlet	Every merchandiser should cover 95% of the route while maintaining time and quality in store
		OSA	35%	Maintain 100% OSA on the basis of the available stock in the outlet	Effectively and smartly calculate stock available and stock must be displayed 100% over the counter
		Share of Shelf	15%	Manage Share of Shelf by blocking space for Hilal products and minimum share maintained should not be less then 30% in every category	Maintain the propor blocking of shelf for displaying the products of client. Share must be according to the JBP's of the Sales team with Trade
		Pictures	30%	Pictures of every SKU must be taken and should be matched with marked OSA SKUs	Pictures should be taken as per the OSA marked and it should be 100% matching
		Planogram		Should follow brand and channel guidelines to display the product	Display of product according to planogram. Ensure cleanliness of racks. Maintain store shelves by observing displays of company products; removing damaged or freshness-dated products; providing optimum display of products. Hot zones must be clicked properly and accurately

PROJECT DELIVERABLES	AUDIENCE & FREQUENCY
OSA – On Shelf Availability	ASMs/KAM/ RSMs - Daily (Prev day)
	HO Team & ZSM/RSM – weekly
OOS - **reporting of 'Out of Stock'**	ASMs/KAM/ RSMs - Daily (Prev day)
	HO Team & ZSM/RSM – weekly
SOS - Tracking, maintenance and reporting of shelf share	ASMs/KAM/ RSMs - Daily (Prev day)
	HO Team & ZSM/RSM – weekly
Planogram Compliance	Merchandising Team – Daily (Previous day)
	HO Team & ZSM – weekly
Pictorial evidence of outlet	Available on portal for live viewing – MM, NKAM, RSMs, CM
	Ho Team – Weekly
Competitor intelligence w.r.t. competitor activities	HO Team & ZSM/RSM – weekly
Merchandiser Productivity	Merchandising Team – Daily (Previous day)
	HO Team & ZSM/RSM – weekly
Geo-location tagging of all retail outlets and retail census	To be shared as required

BUSINESS INTELLIGENCE

Customized dashboards for functional stakeholders

Automated OOS and SOS report emails on daily, weekly or monthly frequency

Integration with Sales Data for analyzing correlated success factors

Sales loss calculation due to OOS and Tertiary Sales analysis
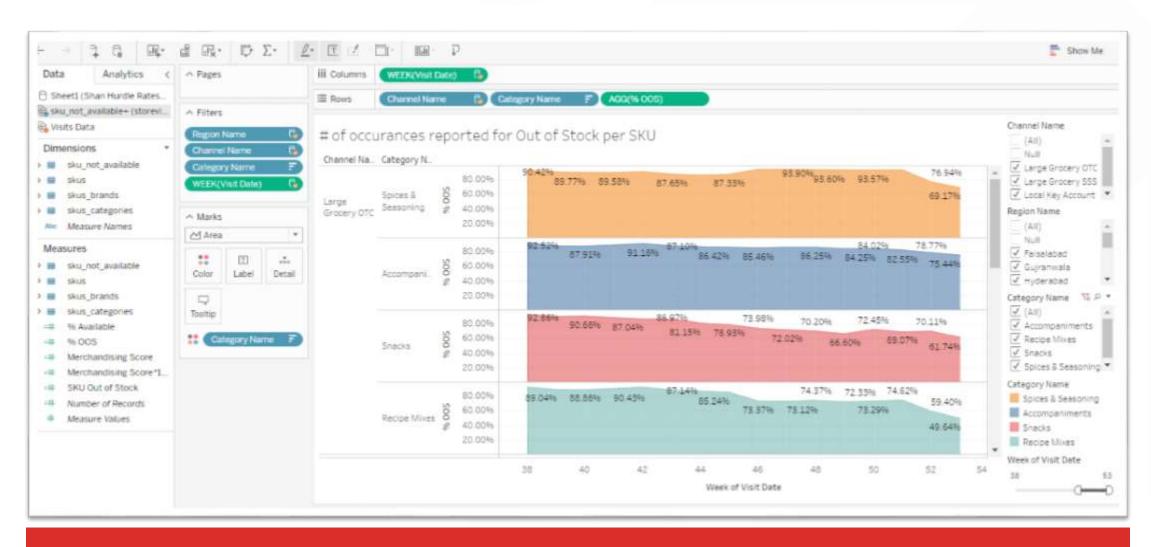
AUTOMATED SALES TEAM REPORTS

✓ Setting up of merchandising tracking helpdesk
✓ Automated email reports will be sent to field sales for store wise OOS & competitor reporting
✓ Queries can be raised with helpdesk on data
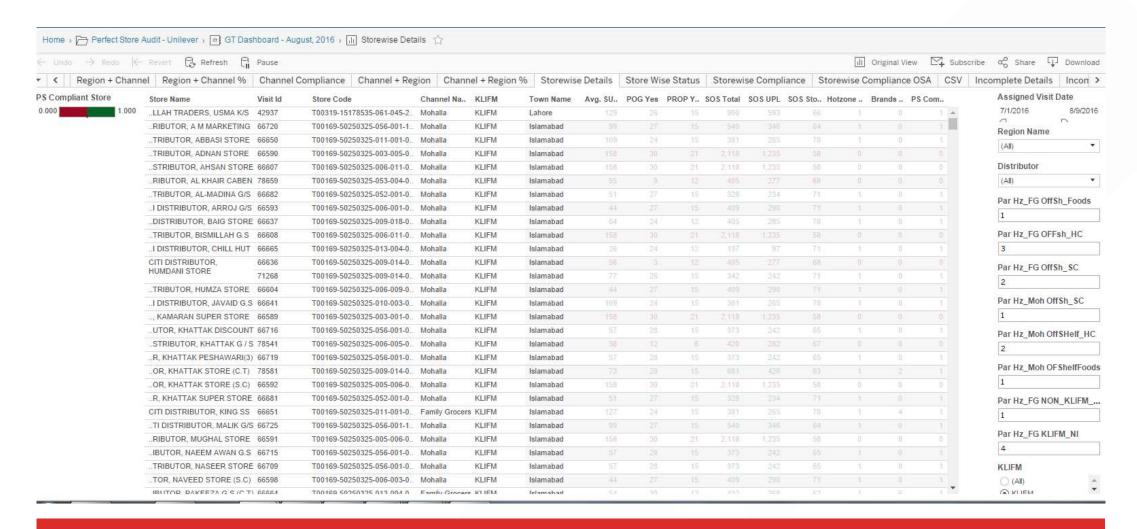
MANAGEMENT DASHBOARDS

Customized analytics to be shared with key stake holders

STORE WISE COMPLIANCE DETAILS

Customized analytics to be shared with key stake holders

RETAIL RESOURCE LINKED

All resources to be assessed on the below
5 key pillars:

1. Handheld Understanding – 20%
2. On field assessment – 40%
3. Channel Knowledge – 10%
4. POSM Basics – 10%
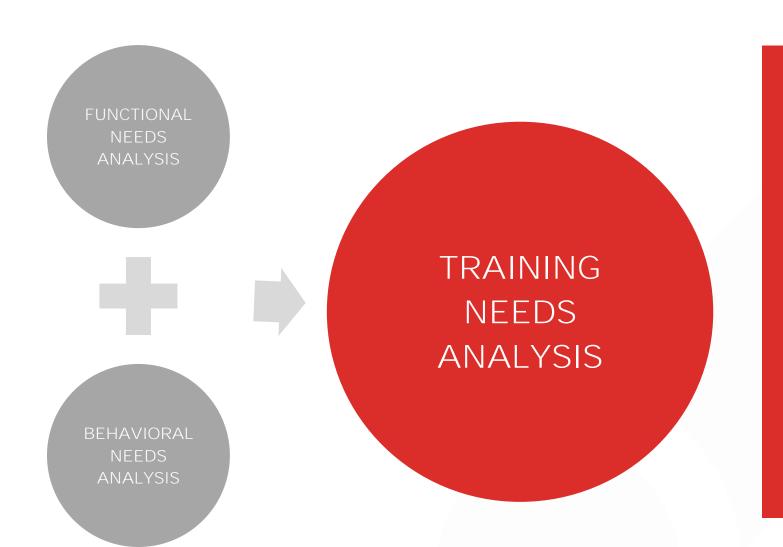5. Planogramming – 10%
6. Merchandising Reports – 10%

Assessing the current potential of merchandisers and supervisors

70% On-the-job Experience

20% Informal Learning

10% Formal Learning

Source: Charles Jennings, former CLO of Reuters

ART OF BEAUTIFICATION "THE MERCHANDISING"

About Course:

The course is designed to master the merchandising team in their specific role. This unfolds the threshold and lets the merchandising team graduate to all the merchandising steps.

Benefit Of The Course:
- Improve In Store Presence
- Helps and ensure the increase in drop size & SKU per call
- Provides Brand Building Platform in retail store

Who to Attend:
- Merchandising Team
- Sales Supervisor
- Field Sales Force

Duration:

Day -1: Module
- Merchandising a silent salesman
- Impact of merchandising over business
  - Improve In Store presence
  - Improve Shelf Share & Category Share
  - Drop Size and SKU per call
- Role of merchandiser
  - Understanding of buying system
  - Relationship with customer
  - Ensure delivery time
  - Maintain company merchandising standards
  - Range
  - Space
  - Display
  - Location
  - Promotion

8 Steps of Call For Merchandiser
1. Preparation
   - Objective Setting
   - KYC – Know your customer
2. Store check
   - Greet Customer
   - Merchandising Gap
3. Merchandise
   - 5 steps of merchandising
   - Planogramming
4. Action Planning
5. Presentation
6. Commitment
7. Debrief
8. Recording

RETAIL RESOURCE LINKED

About Course:

The course provides a complete canvas to understand the modern way of serving the market. This helps front line sales team to identify and materialize the customer / retailer needs to maximize Company growth.

Benefit Of The Course:
- Upward growth trend
- Strong relation with trade across all channel
- Trained sales team

Who to Attend:
- Order booker
- Deliveryman
- Field Supervisor

Duration:

Day -1: Module
- Merchandising a silent salesman
- Impact of merchandising over business
  - Improve In Store presence
  - Improve Shelf Share & Category Share
  - Drop Size and SKU per call
- Role of merchandiser
  - Selling.
  - Modern Selling:- Consultative VS Transactional selling
  - Benefit of Order booking / Pre Selling
  - Sales Call procedure
  - Merchandising
  - Service and Service Gap
  - Personality Analysis
  - Negotiation

THANK YOU

Looking forward to working with you.