

# Sales planning and operations business



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Elec company is specialized in importation and distributing electronic and electrical merchandises in Sri Lanka market. Their merchandise scope consist of telecasting, place theatre systems, digital cameras, kitchen contraptions, iceboxs, gas burners and ovens, rinsing machines and personal computing machines. The organisation wants to do usage of their promotional attempt to the upper limit so that they are be aftering to come up with an incorporate selling publicities to back up the merchandising activities. Company is traveling to develop the gross revenues construction and required to add few more people at that place to back up the enlargement. They wont to put gross revenues marks for representatives, come up with a program to enroll new places to the gross revenues map, develop a benefit bundle for them, present gross revenues bundle for them, present techniques to co ordinate and command gross revenues processs for the company. In this study there is a gross revenues program to the company and there are some suggestions to spread out gross revenues. First explained about the personal merchandising to back up the personal mix and analysis the function of the gross revenues squad within the selling scheme. Then revised their gross revenues schemes in line with the cooperate aims. Then explained the appropriate enlisting schemes and choice process. The function of motive for field gross revenues representatives, wage bundle and preparation in gross revenues direction. Explained the gross revenues construction, territorial design, gross revenues recordings and methods to command gross revenues activities. After that

explained how gross revenues representative could do usage of database in putting effectual gross revenues direction programmed. Then developed a gross revenues program to advance electronic and electrical points. Finally look into the chances for utilizing exhibitions or trade carnivals to advance the electronic and electrical points to the mark clients.

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### **Introduction**

Elec Company is specialized in importation and distributing Electronic and Electrical merchandises in Sri Lankan market. Their Products range consist of Televisions, Home theatre systems, Digital cameras, Kitchen appliances, Refrigerators, Gas burners and ovens, Washing machines and Personal computing machines.

Presently it is covering the chief metropoliss in the state with 10 gross revenues representatives. They all report to one gross revenues director who is located in the caput office. They go on filed visits and do gross revenues to B2B stores which are runing all over Sri Lanka. Some times their gross revenues trips jumping to two or three yearss in filed, before they make the following gross revenues visit. But, their merchandising undertakings within the company are non decently organized. In many occasions, they met together, since there is no proper field visit scheduling done. Gross saless records are ill maintained.

The company wants to reconstitute their concern operations and aline the gross revenues operations to fit with the organisational aim. The company wants to streamline the gross revenues channel and spread out the concern

operations to accomplish the organisation ' s corporate aim. The company is willing to implement a proper planning and monitoring system to hold a better quality gross revenues operation and to increase the profitability.

## **Personal merchandising**

Personal merchandising is where concerns use the gross revenues force to sell the merchandise after run intoing face-to-face with the client. The Sellerss promote the merchandise through their attitude, visual aspect and specialist merchandise knowledge. A They aim to inform and promote the client to purchase, or at least test the merchandise. A good illustration of personal merchandising is found in section shops on the aroma and decorative counters. A A client can acquire advice on how to use the merchandise and can seek different products. A Merchandises with comparatively high monetary values, or with complex characteristics, are frequently sold utilizing personal selling. A Great examples include autos, office equipment and many merchandises that are sold by concerns to other industrial clients. Point-of-sale selling can be said to be a specialist signifier of personal selling. A POS trading involves face-to-face contact between gross revenues representatives of manufacturers and the retail trade. A A merchant will see a scope of suited retail premises in his/her country and promote the retail merchant to stock merchandises from a range. A The visit besides provides the chance for the merchant to look into on stock degrees and to look into whether the merchandise is being displayed optimally. Advantages of personal merchandising are high client attending ; message is customized, interactivity, persuasive impact, possible for development of relationship, adaptable and chance to shut the sale.

## **Organization sell and client purchaser behaviour in relation to buy determinations**

Digital cameras and the rinsing machines merchandises that selling at the Elec company. People purchasing Digital cameras and the lavation machines for different intents. First we have to place the intents of the clients before selling merchandises. Digital cameras are largely needed for the younger coevals and lensmans. But when we come to the rinsing machines, largely it is of import for adult females. Then the company have to utilize different ways to publicize their merchandises. When the company is traveling to publicize for the lavation machines, it is better to set those advertizements in a adult females ' s intelligence paper instead than seting that advertizement in other newspapers. When selling digital cameras it is small bit different. When the company selling digital cameras it is better to publicize in commercial magazines than adult females ' s magazines.

## **Washing Machine Buyers**

### **Digital cameras**

Washine mechines are house hold points. It is already usage in houses. When people wants to acquire a washine mechines they chiefly focused about the monetary value and the installations in that. Consumers are persons, families or concerns who use the merchandises. Consumer features vary from state to state. Therefore it has become ambitious undertaking for seller to understand the demand, purchasing behavior of consumer before developing merchandise and selling plan.

It has been found that the consumer ' s determination devising procedure is influenced by Usability facet. Here the equal group force per unit area,

Promises, Digital Processing, Flash, Location services, Cost of service & A ; Spare parts cost combined together affect the consumer to make up one's mind while buying a digital camera.

The characteristic of the merchandise is following of import factor that heavenly influences the purchasing determination of the consumer. Here the consumer pays a great attending towards characteristics like Picture quality, Zoom installation & A ; memory of the camera.

### **The accoutrements have become an of import factor in buying a digital camera.**

Apart from the characteristics, the client is really much interested in other add-on

like carbon monoxides lour, passenger car bag, weight & A ; trendiness of the camera.

### **Other factors that are important in determination devising while buying digital camera are service, value for money & A ; promotional strategies.**

**Monetary value has non emerged out as a really important factor for the consumers. The consumers give more weight age to serviceability & A ; characteristics of the merchandise in comparing with monetary value.**

Promotional strategies like price reductions emerged out as the least of import factor for the consumers.

## **Role of the gross revenues squad**

The gross revenues squad is responsible for researching and analysing the concern and the market. Using the information gathered, the selling program, budget and cardinal public presentation indexes are developed. Action programs are devised and the selling scheme is implemented. The selling section steps and studies on the consequences of the selling scheme. Staff in the selling section train staff in other sections so they are witting of current runs. The intent of their activity is to pull off the four Ps of selling. The purpose is to excite demand for the concern goods and services and to bring forth leads. Leads are clients who are likely to do a purchase. Leads are identified by roll uping the inside informations of people who contact the concern to inquire about merchandises or services, or by garnering inside informations of prospective clients from on-line studies, competition entries or newssheet subscriptions. Lists of possible clients can be purchased and classified into scopes of income, location and buying penchants. The selling section can analyse their client database to high spot clients and their penchants, those who make regular purchases or those who are due for ascents or replacings. After raising involvement and demand for the merchandises and services, the leads that are generated are passed on to the gross revenues section. Leads are people who may do a purchase. It is up to gross revenues staff to contact people, place their demands and assist them do a buying determination. Gross saless staff trade straight with clients and they must construct a good relationship. Gross saless staff besides trade with people who walk in off the street or reach the concern through their web site. The function of gross revenues staff is to do certain the concern gets a return from its investing in selling and to turn demand into gross revenues.

## **Corporate Gross saless Planing**

Elec is holding multiple scopes of electrical and electronic place contraptions to run into with different demands of the households. Company direction is more focussed on constructing a concern which is sustainable and more profitable for the interest holders. Further they want to hold the trade name presence every bit good. The company vision is more focussed on making better values for their terminal users, Sellerss and other stakeholders. Further the company is looking for the turning chances with concern enlargement and new gross revenues force enlisting. Furthermore the company should develop and competitory environment for the mark market to take Elec merchandises over the rival trade names.

Elec direction should understand the corporate aims of their organisation clearly and should develop the gross revenues be aftering consequently. The gross revenues force direction in the Elec Company seems to be really weak and the company is non holding and efficient tracking system on the employee client visit programs. The company is in a place where they have to do strong call on how they are traveling to pull off their gross revenues planning and client direction.

Elec as a importer and provider of house clasp electronics and electrical thorough out the state, the company should understand the demand for planing a gross revenues program with clear coverage and history direction guidelines. As the company is pull offing a considerable sum of resellers its will be better to alter the gross revenues representatives ' functions to Key Account Managers. Key history directors will be assigned with different store proprietors who could be taken attention by the several history directors.

Each store will be considered as separate histories. The history director will be responsible to manage any questions related to the histories under his observations.

When the company is planning the history directors describing lines it can hold a 2 bed or 3 bed coverage line. The overall gross revenues and distribution operation would be handled by the state caput for gross revenues. And he can hold three Senior Gross saless directors describing to him, who will be responsible to manage the history directors. The history direction can be differentiated into two chief standards. The first standards would be the big resellers who by more than certain measure every twelvemonth. The company can look into their past gross revenues records and name the top 25 B2B purchasers as the Key Accounts of the company. And the Key histories can be handled by the Key history directors while the other B2B clients can be handled by the other client history directors.

Among the 3 senior gross revenues directors one director should manage the Key history Managers who will be managing the chief client histories of the company while the other 2 senior directors could manage the other client history operations.

When delegating the history directors to the resellers other than the cardinal history directors, the company may pattern a territorial attack. This will assist the company to be after their gross revenues operations efficaciously. Same manner the company can split their cardinal histories into 3 or 4 districts which will do the client direction and client visits more convenient.

Company can calculate out the compatible staff from the current gross revenues force and advance them as cardinal history directors. If they give the internal staff, the chance to manage the cardinal histories, it will be much convenient for the company to hold the resonance with the bing client hence they already have some sort of relationship among them.

## **Proposed Hierarchy of the Gross saless Department at Elec Company**

### **Country Head**

Country caput for gross revenues should be responsible for overall gross revenues planning and budgeting of the section. The state caput will be a member of the senior direction squad and will hold the gross revenues be aftering with the corporate aims. He will play a major function in pass oning the overall organisational outlooks with the gross revenues unit staff. He should hold the capacity to develop a gross revenues design and do rapid determinations based on the client and corporate demands.

### **Senior Manager – Key Histories**

Senior Key accounts Manager will be managing a squad of Key history directors who will be responsible for presenting the set net income marks and accomplishing the organisational ends. Further the directors will be responsible to pull off the history directors describing to him and to supply them better counsel in presenting satisfactory public presentation. Further the senior history director will besides hold occasional affairs with the cardinal clients.

## **Senior Manager – Customer Histories Management**

Senior Manager will be responsible for managing the staff straight describing to him and turning the unit public presentation. Besides increasing the profitableness of the gross revenues squad will be a major end of the director. Directors will besides manage the client grudges and supply professional counsel to the squad members in personality development and concern development.

## **Cardinal Histories Manager**

Key history directors will hold the direct affair with the key clients assign to them and increase the company ' s profitableness and developing the trade name presence in the assigned part. Besides they will be responsible to retain the clients and turn the portfolio size.

## **Customer Account Managers**

The client history directors will be responsible to manage the client histories of the company from the assigned territorial bounds. The Account will be handled in footings of increasing gross revenues and converting the histories to advance the Elec merchandises over the rival merchandises. Besides the Account directors will be responsible to hold sustainable history direction and relationships with the clients.

Restructuring the gross revenues section should be planned decently as the alterations take topographic point in the company to avoid the staff acquiring the incorrect message. The company should give the bing staff more precedence for the appropriate places. And the company should hold a clear alteration direction scheme in the function alterations and planning.

## **Human Resources Management**

Human resources direction maps related to the gross revenues section will include staff keeping, employees ' public assistance direction and motive, enlisting and choice, preparation and development and Employees Evaluations and other activities related to the staff direction.

## **Human Resources Planing for the Gross saless Unit of measurement**

Human resources be aftering procedure involves placing the demand for human capital against the organizational ends and current human capital strengths. Any company in the market should make a human resources be aftering in order to hold a competitory human resources and bask the economic systems of graduated table. Any determination on enlisting should be made merely if the necessity is found through a human resources be aftering activity, if non the enlisting may be a load for the administrations hereafter. At Elec, as the company is be aftering on enlargements and growing, the company is in demand for more staff to fit the demand of the gross revenues enlargements and acceptance of new client histories.

Human resources planning will hold several sensitive stairss which need to be carried out with strategic ideas and information.

Measuring the organizational ends and aims

This should be found from the top direction determinations and demands.

Identifying the demand of human resources ( Human resources Demand )

The company HR should negotiate with the line directors and in-between directors on the demand of employees for the accomplishment of set aims. The demand can be identified by the mean productiveness premises.

Identifying the presently human resources handiness ( Human resources Supply )

Gather information from the HRIS or from departmental directors and paysheet system on the handiness of staff power. And the accomplishments of the employees should be besides identified.

Measuring the spread between supply and demand.

The direction should measure the spread bing with the demand and supply of human resources and the accomplishments.

Planing the schemes to run into the needed human resources degree.

If the supply and demand is fitting the company could concentrate on preparation and developing the employees to accomplish the ends.

If the company has staff excess, it should implement schemes to downsize the human capital, if non they can cut down the working hours of the employees or fix rolls for working. But the company may concentrate on new history acceptance and increase the marks of the staff that are with small portfolios.

If the company has a staff deficit the company can increase the on the job hours of the staff and wage overtime or if the demand is a long term

oriented, they can enroll new employees. Besides they can outsource few maps which are non core activities of the concern.

Execution of the program and supervising the procedure as a uninterrupted rhythm.

The activities planned should be implemented and monitored to guarantee the executing aligns with the planning. And the planning procedure is a recurrent procedure which needs to be carried out often to guarantee the human capital is utilized efficaciously.

The above HR planning procedure should be carried out on a frequent mode to understand the company ' s gross revenues section ' s place based on the human resources need. This will assist the directors to understand the over caputs and deficits in the unit.

## **Recruitment and Selection Process**

The demand for enlisting would be identified through an effectual HR planning procedure. ELEC should do their enlisting determinations by transporting out HR Planning activity. If the enlisting is done merely for the petition of the section directors the company may hold to endure unneeded fiscal losings.

The enlisting and choice procedure of the company should be strategically designed to fit with the company civilization and the industry they operate in. Recruitment and choice procedure may hold the undermentioned stairss in general.

Analyzing the vacancy – placing the occupation function and fortes need for the occupation function.

Analyzing the accomplishments and makings expected to run into the vacancy. Identify the personality needed from the person for the place vacancy.

Identifying the enlisting method – whether the company is be aftering to make full the vacancy from the internal staff or looking from outside. The company can name applications though instruction and professional organic structures, via referrals and public advertisement, etc.

Choice procedure

Screening the applications received to place the qualified campaigners.

Preliminary interviews for the shortlisted campaigners

Exams/tests related to the occupation for the successful campaigners

Following degree of interviews

Mention checking and background analysis

Offer of employment

Credence by the employee and employment contract.

Initiation

Evaluation of the Selection procedure

The above processs could be followed by the ELEC to enroll a suited campaigner for the vacancies.

Elec can enroll staff with experience in the same industry and can pull staff members from their rivals by giving better benefits for their staff members. Choosing and enrolling the most suited campaigners will assist the company to hold a committed staff force who will assist the company in accomplishing the competency advantage over the rivals.

## **Employees Motivation**

Elec Company should implement a better employee motive system as the current system in the company is non really competency to hold a satisfied and motivated gross revenues force. In order to hold a motivated gross revenues team the company should concentrate to develop a satisfied gross revenues force and so actuating the gross revenues squad. If the company invests on employee motives without accomplishing the employee satisfaction the company many suffer unneeded losingss.

The company should do the employees to experience that they are being taken cared by the company and if they perform more the company will honor for their extra part. Company should take enterprises to hear the employee grudges and supply proper solutions to fit their demands. The company can include employee protection strategies with insurance benefits and wellness protection for the staff and immediate household members.

Besides the company should present a competency rewarding strategy based on the history direction net incomes generated by each history director. This will give them the motive to concentrate on increasing the

gross revenues and construct a strong concern portfolio for their benefits and organisation ' s benefit.

In add-on Elec can present a gross revenues tracking mechanism which will supply the staff existent clip updates on their portfolio place and how their monthly inducements are traveling to be. Besides if the company can present Tabs or laptops for the gross revenues staff to hold communicating medium with the caput office and to see the stock in demand and orders to the shops based on the clients needs. This will cut down the company ' s operational cost on communicating medium though the initial investing may look higher.

Further the company should hold employee acquire together, household excursions and particular value adding wagess such as MD ' s awards to acknowledge the employees for their extraordinary part to the company growing.

In add-on to the above the company should put more on the employees preparation and development. This will assist the employees to hold a trust on the company. Besides they will be happy to see themselves turning within the company.

## **Marketing Mix and Business Development**

Company should develop a selling mix based on the corporate scheme of the company. The selling mix will concentrate on the competitory advantage over the rivals. The Elec merchandises are touchable and the consumers ever want to hold cardinal benefits and values to be matched for the money they pay.

Elec should measure the cost benefits before planning the selling mix of the company. The selling mix will be more focussed of making the store proprietors than the terminal users as the store proprietors will be focused on gross revenues growing to stop users. Elec should construct good resonance with the store proprietors and place the merchandise motion manner and analyse the best markets topographic points for the scope of merchandises they have. They should supply the right merchandises and the right measure to the right store to avoid returns of the goods which will be supernumeraries on conveyance.

Further the company should repair a monetary value which will give better output for itself, store proprietors and cost advantage for the terminal users. Besides they should fit their monetary values with the chief rivals to win in the monetary value competition. The Company will hold their chief shops based on the caput office and administer the goods every two weeks based on the orders received. This system will assist them to bask the cost advantage once more without holding many distribution centres.

The market placing will be done through the history directors to the stores they manage. And the terminal users can purchase the merchandises from the stores hence the company does n't necessitate to run into the terminal user straight. Further the company could develop the store proficient staff on the fixs and harm complain managing which will assist Elec to hold a professionalism in the store degree every bit good in handling the clients reasonably. Besides this will assist the stores to be satisfied with the support given by Elec.

Promotional activities related to the merchandise scope will be handled by the Elec corporate office. The promotional activities of the company will hold 2 stages where one stage will be focused on the stores and the other stage will be focused on the terminal users. The public media advertisement will hold more focal point on the general populace and terminal users. But the advertizements done for the terminal users may hold considerable influence on the determination devising of the store proprietors every bit good ; hence the message received from the media will make a stereo typing on the store proprietors ' head.

The company will transport out personal selling to the store proprietors with the support of the proficient gross revenues squad and the history director. Besides the senior directors will be acquiring involved in negotiating the wholesales pricing and the net income borders with the store proprietors.

International motion of the company is pretty competitory. As the company is still concentrating on set uping the trade name in Sri Lanka they should make a feasibleness survey on the fight and net income advantage of come ining a new international market.

Participating in Trade carnival will assist the company to run into the terminal users in the selected country and place the existent demands and demands of the terminal users than they larning from an mediator. Besides they can larn about the influences of the other trade name in the client determination doing procedure.

## **Decisions**

In drumhead Elec should develop a gross revenues program focused on history direction construct and distinguish the history based on the profitableness and turnover. The high profitable histories will be managed by the cardinal history directors and the other histories should be managed by the client history directors. The company may hold to put more on developing a professional history direction squad. Further the company has to put in enrolling the best campaigners and developing them.

The selling mix of the company should be restructured to fit the organisational overall outlook and the company can hold merchandises distribution schemes to fit the regional demands. Besides the whole sale pricing should be negotiated with the key clients and the senior direction 's engagement is much appreciated on this. Besides the company traveling international is non recommendable at this point of clip hence the company is in demand of more hard currency to stabilise themselves in the local market.