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**Case 3**

Sharvari Patil, a management graduated having more than five years experience in confectionary sales has recently joined, ‘Perfect Confectionary’ as a Regional Sales Manager. The company manufactures chocolates, candy, sugar boiled pills, toffees etc and distributes it through dealers and retailers. Company has divided national market in five regions each headed by Regional Manger. Under the Regional Manager there is a team of five sales officers at five different locations in the region.

Sharvari foresees need to expand and penetrate into market and felt need of Assistant Regional Manager (Sales). General Manager (Marketing) has accepted her request and endorsed authority to appoint Assistant Regional Manager (sales). Sharvari is pondering on an idea to promote one of the able sales officers working in region. Following data is available regarding the performance of five sales officers for last three years.

Sr.	Sales Officer	Sales generated in Rs. Lakhs			Monthly expenses (Rs.)	Average Number of retailers contacted P.M.	Total Number of retailers in region/ area.
		2006	2007	2008			
1.	Virag	9	10.6	10.8	13000	400	1600
2.	Darshan	9.10	11	11.12	13500	300	2100
3.	Aadish	9.20	11.20	11.20	14400	380	2400
4.	Tejas	7.50	7.60	8.60	5000	300	1500
5.	Amol	9.40	11.50	11.60	15000	420	2500

On the basis of data, she plans to calculate for individual Sales Officer

1. Sales growth
2. Expenses per call
3. Sales per retailer
4. Selling expenses as a percentage of sales.

Sharvari wants you to opine on most suitable person for the post of Assistant Regional Manager (Sales).