

# CASE STUDY

## Search & Selection Solutions For A Leading Colorant Manufacturing Firm

### Background

The client is a 35 year old Mumbai based colorant manufacturing company with presence across multiple countries. For the position of **SALES DIRECTOR - MEXICO**, the client was looking for a local Mexican national with experience in sales, marketing, branding & promotions. The company did not have any branch offices in Mexico and the role was to setup a local office there and expand the business.



### Service Offered: International Selection

#### AT A GLANCE:

**No. of Open positions -1**  
**Offer letters issued - 1**  
**Total people hired- 1**

**Project Timeline - 2 Months**  
**Locations Covered - Mexico**

**Skills serviced - Sales & Marketing**

Challenges	Solutions	Results
<ul style="list-style-type: none"><li>• Since the company did not have any branch office in Mexico, it was difficult to convince candidates to join an Indian company operating there.</li><li>• The Mexico market was never mapped by us before for the colorant industry, hence there was no previous database available.</li><li>• The mandate had to be closed on priority and the time given was very less.</li></ul>	<ul style="list-style-type: none"><li>• We head-hunted potential candidates through Social Media channels, primarily networking with them through LinkedIn.com</li><li>• We had to directly approach candidates who were based out of Mexico since there was no specific target company given.</li></ul>	<ul style="list-style-type: none"><li>• Six profiles were shortlisted by the client.</li><li>• Four candidates were interviewed out of the six shortlisted.</li><li>• One candidate was offered the job and he joined within given time.</li></ul>