

TRICHY DISTRICT COOPERATIVE MILK PRODUCERS UNION LTD.,R.614  
TRICHY-23

GUIDELINES FOR ENGAGING MARKETING EXECUTIVES:

**A – Essential Qualification**

- |  |                            |
|--|----------------------------|
| 1. Educational qualification                               | MBA.,                      |
| 2. Age   | Below 35 years             |
| 3. Sex   | Male/Female                |
| 4. Nativity  | Should be a local resident |
| 5. Languages known   | Tamil/English              |
| 6. Possession of two wheeler and cell phone                |                            |
| 7. Experience in the sale of any FMCG (Desirable)          |                            |
| 8. He / She should have a flair for field work (Desirable) |                            |

**B – Job description**

1. A candidate selected should canvas for the appointment of retailers for milk and by products.
2. Daily he should visit atleast 10 nos. of new shops and will maintain a Log Book for shops visited
3. Field Executive will identify a minimum of 5 retailers for appointment for milk and 5 Retailers for bi products in a month.
4. Field Executive should achieve minimum Target for milk and bi products every month.

**C. Minimum Target:**

**a. Milk :**

Target for No. of Retailers	5
Minimum sale/day/retailer	25 lits.
Minimum sale/day	125 lits.
Sale per month	125 x 30 days = 3750 lits.
Sales Revenue	= 3750 lits xRs.40/- /lit = Rs. 1,50,000

### **B. Bi Products:**

No. of Retailer	5
Minimum sales/Retailer	Rs.1,000/-
Sales/Day	Rs.1,000 x 5 = Rs.5,000/-
per month	Rs.5,000/- x 30 days Rs.1,50,000/-
Total Revenue	Rs.1,50,000 + 1,50,000 = 3,00,000/-

### **D. Salary:**

**a.** A Field Executive will be paid a minimum pay of Rs.7500/- on his first month in order to gain adequate knowledge about the retailers, products and other necessary information about the company. From the second month onwards he will be paid a consolidated pay of Rs.12,000/- per month subject to the achievement of minimum target of Rs. 3.00 lakhs per month generated by the appointment of 5 retailers for milk and 5 retailers for bi-products.

If the Field Executive does not meet the minimum requirement of Rs.3.00 lakhs (i.e) if he/she achieves only Rs.2.0 lakh in a month his/her salary would be worked out proportionately. (ie)  $12000/300000 \times 200000 = \text{Rs.}8,000/-$

Only the sale quantity of newly appointed retailers should be taken into account for the payment of salary.

The concerned Manger (Mkg) will inspect newly appointed retailers for milk and bi products and will authorize the sale quantity is additional before the disbursement of salary. Exchange/transfer of sales quantity from 1 retailer to another retailer for the purpose of achievement of minimum target should not be entertained.

**b. Incentive:** Apart from the salary, a Marketing Executive will be given Rs.0.50 ps. per lit as an incentive for the additional sale of milk achieved over and above minimum target of 125 lits./day. Also, for bi products sale, he/she will be given 2% of the additional revenue generated by new retailers over and above a minimum target of Rs.1.50 lakhs/month.

For example if a Field Executive achieves average 250 lits./day and Rs. 2.50 lakhs by products sale from the new retailers,

his incentive would be :  $125 \times 0.50 \times 30 = 1875$

$0.2 \times 1,00,000 = 2000$

Total incentive Rs. 3875/-

**E. Allowance:**

A Field Executive will get Petrol allowance of Rs. 1000/- monthly.

**F. Contract:**

A Field Executive is engaged on contract basis. The contract for the engagement of Field Executive will be valid for a period of one year. At the end of the year the contract may renewed based on the performance and the necessity of the Field Executive.

**G. Place of Posting**

The Field Executive would be posted in major cities, Taluk Headquarters, towns of the districts where the market for milk and bi products is yet to be tapped.

**H. Conditions for appointment**

- a. Field Executives are engaged only on contract basis.
- b. This contract will not guarantee any employment opportunity in the Districts Unions.
- c. The candidate can claim this experience in the recruitment of any of District Unions.
- d. Number of candidates to be selected may be decided by the respective District Union based on the profitability of the union concerned.
- e. He / She cannot claim any regular appointment in the respective DCMPU.

General Manager