

FMCG Sector Shot



Be active in hiring in a recession

There is good news about hiring in a recession - there are a lot of available talents. A recession can be the best time to recruit top performers who will help bring your company to the next level.

Take advantage of the increased pool of talent that is now available

Cost of hiring reduced: Companies should hire, not fire, during a recession. Why? Essentially reduced labour cost. As the jobs market contracts, employees' fear of unemployment can lead to more realistic salary demands. The prospect of permanent employment with an organization that will survive a recession is of high value. Given economic downturns are usually short in duration, it is an opportunity for organizations to reassess their pay grades and labour costs. Particularly for small businesses, the boom times can be tough to compete for talent with larger companies. Now is a great time to hire good staff as larger companies experience more layoffs, as they feel the effects of a global downturn. This can also be a good time to find top performers who will help bring your company to the next level.

Another factor to consider is training. It's easier to invest in training for new hires during slower

growth periods. Employees who are made redundant during a recession will have to be re-hired, which will cost organizations a lot more money in the long run.

Employees more flexible in their work practices: In general terms employees will have a shift in their work place psychology. As the jobs market retracts or less attractive opportunities in their function disappear, employees will be more inclined to accept the roles that are now available due to redeployment. Roles that seemed limiting and/or routine have less resistance when undertaken by the employee, who is happy in the knowledge they are in a more secure department/service line. This is not to say that employees do not want to stretch themselves or be less creative, it merely suggests that the more laborious roles that all companies have are now easier to fill (if hiring is required) or easier to transfer employees into from other functions that are now not as viable in recessionary times. (by Mark O'Donnell)

— By Mark O'Donnell

Antal can help:

We have made **over 170 Marketing placements** covering **mid to senior level** recruitment in 2008 alone. This includes:

Marketing Directors for a Fortune 500 company

Marketing Research Manager for leading multinational FMCG company

Trade Marketing Managers for retail company

Sales Manager for a leading international auto-manufacturer

Industry Coverage

- FMCG
- Industrial Manufacturing
- Media
- Automotive
- Finance
- IT/Telecom

FMCG talents available for China opportunities

Brand Manager	Consumer insight Manager	Regional Sales Manager
<ul style="list-style-type: none"> • Over 6 years of FMCG marketing experience in MNC. • Exposure both in food and home product industry. • Rich experienced in NPD/ATL/BTL/MR pioneer project • Strong team leader with great coaching skill. • Excellent education background 	<ul style="list-style-type: none"> • 5+ years as consumer insight manager. • Worked both in marketing research agency and business FMCG giants. • Solid quantitative and qualitative projects management history. • Master degree from UK 	<ul style="list-style-type: none"> • 10 years sales management role • In FMCG leaders. • 3+ years experience as Regional Sales Manager • Achieved 145% of annual sales target and keep the increase rate around 35% in 3 consecutive years.
REF ANT1000556	REF ANT1000572	REFANT10000505

