

Aiding Expansion of a Consumer Goods Company



Global

Business Issue

A global consumer products company planned to expand into several new markets. However, they discovered that their existing methods for recruiting new key team members for these markets were unsuccessful. They realized that, due to their centralized corporate structure, they had little understanding of the new markets – or their competitors in these markets – to successfully attract the candidates needed by deadline.

Solution

The company chose Manpower to recruit and permanently place, key positions, including Operation Managers, Environmental Health and Safety Managers, Human Resource Managers, and Maintenance Engineers. With a Manpower presence in each of their target markets, we had experience with the best way to target candidates for these key positions. Manpower was able to advise the client about the salary and benefit requirements that candidates would require in each market to help the client determine salary and benefits they were able to offer.

Our ability to understand the client's entire hiring process and the overall timeline was critical. This included understanding position priorities, site priorities, the full hiring process (including interview process), and final selection. Within these parameters, we worked to develop a candidate attraction program that incorporated a mix of online, print, and local candidate searches.

Results

Manpower succeeded in recruiting all key positions the client required by the expansion deadline. The client was able identify candidates, make offers and have key positions in place ahead of their deadline. And, as a direct result of the success of this partnership, the client selected Manpower to support additional positions, both permanent and temporary.

