

400% Growth: Mars Petcare
Philippines becomes Top
Dog with Enterprise-Ready
solutions





Introduction

- Mars Petcare isn't just about pet food; it's about creating happier, healthier lives for pets. With trusted names like Pedigree and Whiskas, Mars brings the best to our furry family members, one meal at a time.
- In the Philippines, Johnny Racoma, GM of Mars Petcare, had a vision to make Mars the first choice for pet lovers. He wanted to bring Mars products to more stores, reaching every pet owner who wants the best for their loving pets.

Mars Petcare Philippines

Mars Inc., an American multinational with over 100 years of legacy, achieved \$47 billion in sales in 2023. The company operates across three main sectors: Petcare, Snacking, and Food & Nutrition

Under Mars Petcare, the brand leads in pet health and wellness, offering veterinary care, advanced nutrition, diagnostics, wearable health devices, and DNA testing in 130 countries.

In the Philippines, Mars Petcare achieved many milestones:



World's Top **Petcare Brand**



Range of **8 Pet food** brands



8400+ Retail outlets

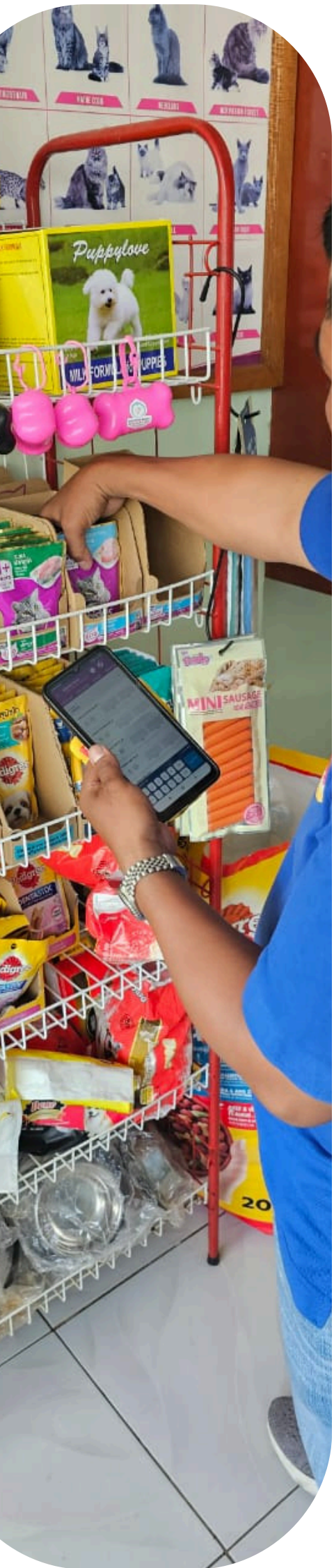


95+ Active field users

Establishing a footprint in emerging markets is a top priority for Mars Inc., so Johnny Racoma wanted his sales team to shift their retail sales processes into fifth gear and expand his brand presence. However, he faced significant obstacles that threatened his sales growth.



Retail Challenges



Zero Visibility on Secondary Sales

Heavy reliance on Distributor Sales Representatives (DSRs) created data gaps.

Lack of visibility into brand and SKU performance weakened go-to-market (GTM) strategies.

Van Sales, which accounts 60% of retail sales, faced similar issues.



Outdated, Manual Data Collection

Orders were manually recorded on paper, causing delays in data entry and hindering proactive sales decisions.

Without real-time data, DSRs struggled to improve brand reach and sales efficiency.



Retail Challenges



Rigid Existing SFA Solution

Limited automation capabilities in existing SFA solution couldn't match Mars rapid growth.

Existing tools lacked the flexibility to scale with business needs.



Distributor Resistance to DMS

Distributors relied on in-house or third-party systems for invoicing.

Large distributor teams were hesitant to transition to new technology.

-
-
-
-
-

How Did **FieldAssist** Helped Mars Petcare Become The 'Top Dog'?

DISCOVER

FA team spent time with the central team, sales team and distributors to access retail environment and stakeholder expectations.

DESIGN

FieldAssist decided to go with tailored solution to support Mars Petcare scaling objectives.

DEPLOY

After the successful Pilot stage, SFA and DMS were integrated seamlessly with existing ERP; offering end-to-end visibility on primary and secondary sales.

The first phase...

Discover

The FA team spent many days with the central team and distributors, and also accompanied the Mars Philippines salesmen on field visits to know:



1 Retail Environment Assessment

FA team spoke to many local stakeholders and retail partners to understand local practices, terminology, and way of work.

2 Unique Geo-Challenges

Philippines has many small islands and fragmented clusters of customers.

3 Supply Chain Dynamics

Given the Philippines unique geographical composition, the supply chains run across road, air, water, and rail.

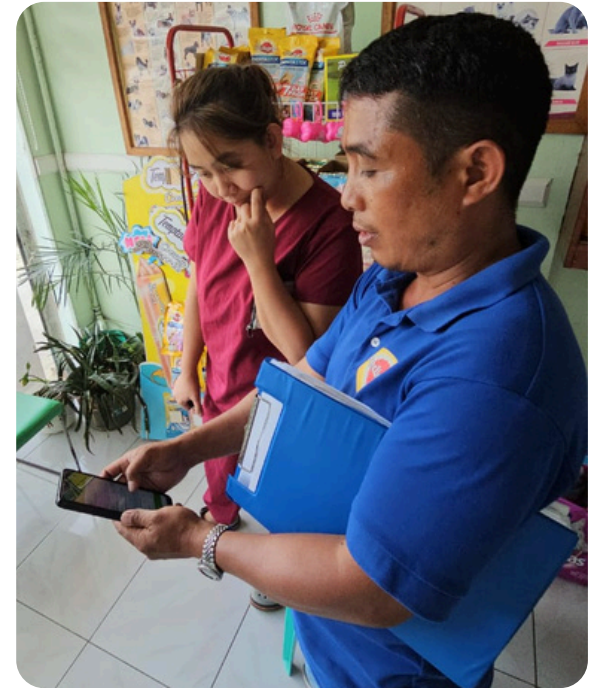
4 Stakeholder's Expectations

Mars Petcare required real-time visibility into primary & secondary sales channels to optimize brand reach and improve market penetration.

The second phase...

Design (DMS + SFA)

Given the reliance on distributors for retail sales, FieldAssist focused on implementing a tailored Distributor Management System (DMS) to support Mars Petcare's scaling objectives amid features like:

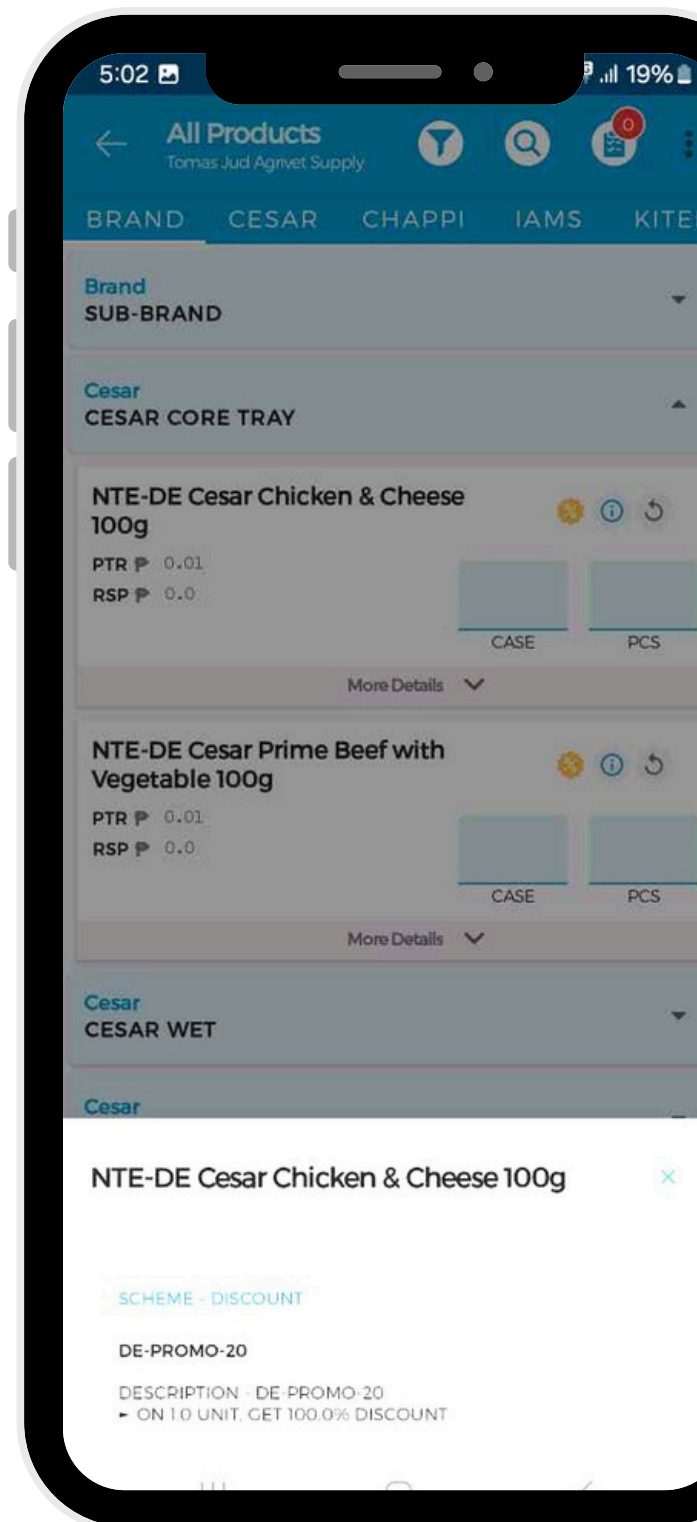


1 Allowing Different Invoice Formats

Since each Distributor in the Philippines had its unique format for invoices, FieldAssist configured the invoices within the DMS to match each distributor's unique format, simplifying the process even for new Distributors.

2 Shifting to Period Calendar

Distributors in the Philippines use a period calendar of 28 days with 13 periods in a year. FieldAssist adjusted the DMS and SFA to align records with this calendar for consistent tracking.



3

FTP instead of API Integrations

Mars Petcare requested data to be transferred, so the FieldAssist team created FTP integrations which enabled Johnny's team to do its own analytics.

4

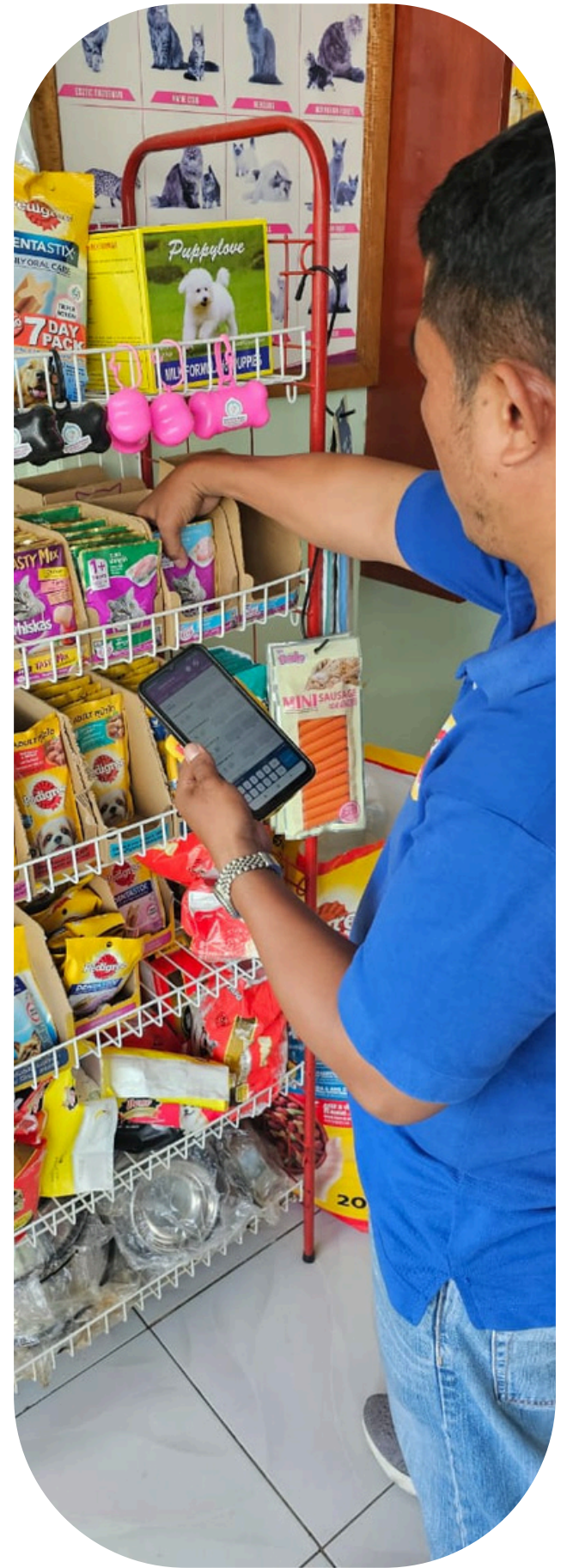
Van Tracking for Distributors

DMS dashboard allows distributors to track their vans, providing visibility into warehouse inventory, load-out, invoices created, and load-in data.

5

Custom-Built BI Dashboards

With customized dashboards, Mars team can quickly get analytics on primary vs secondary, visibility of category-wise inventory of all DSRs. They can also track typical discipline KPIs like-PJP adherence, Daily logins, LPC, TC/PC, Order vs Invoice fulfilment, Inventory value etc.



In the Pilot stage, FA rolled out the DMS across 1-2 top distributors.

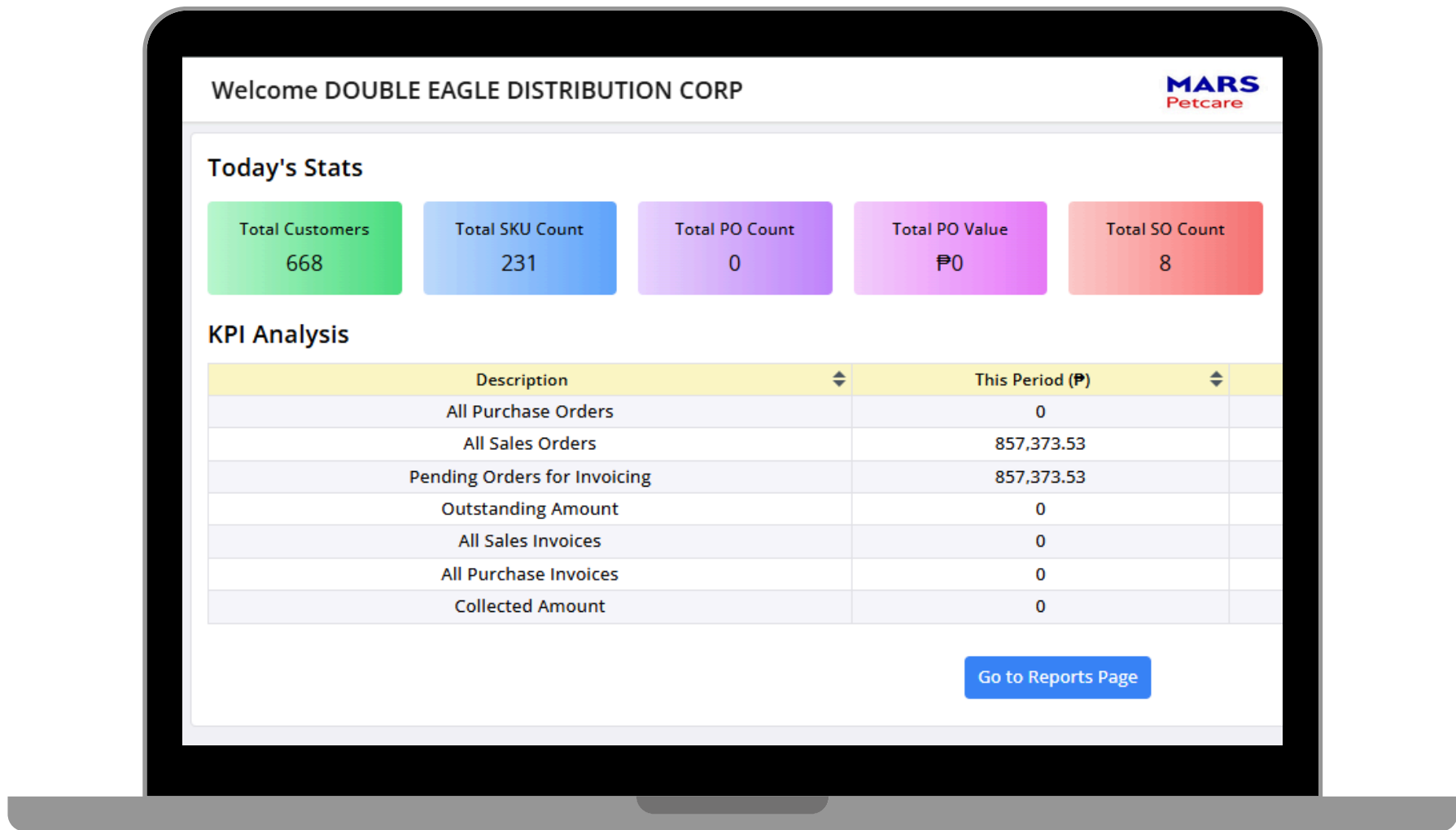


Simultaneously, all DSRs received comprehensive training and started using the SFA app. This project was ably supported by the Mars Petcare project team in the Philippines and the deployment manager in Kuala Lumpur.



The final phase...

Deploy



1

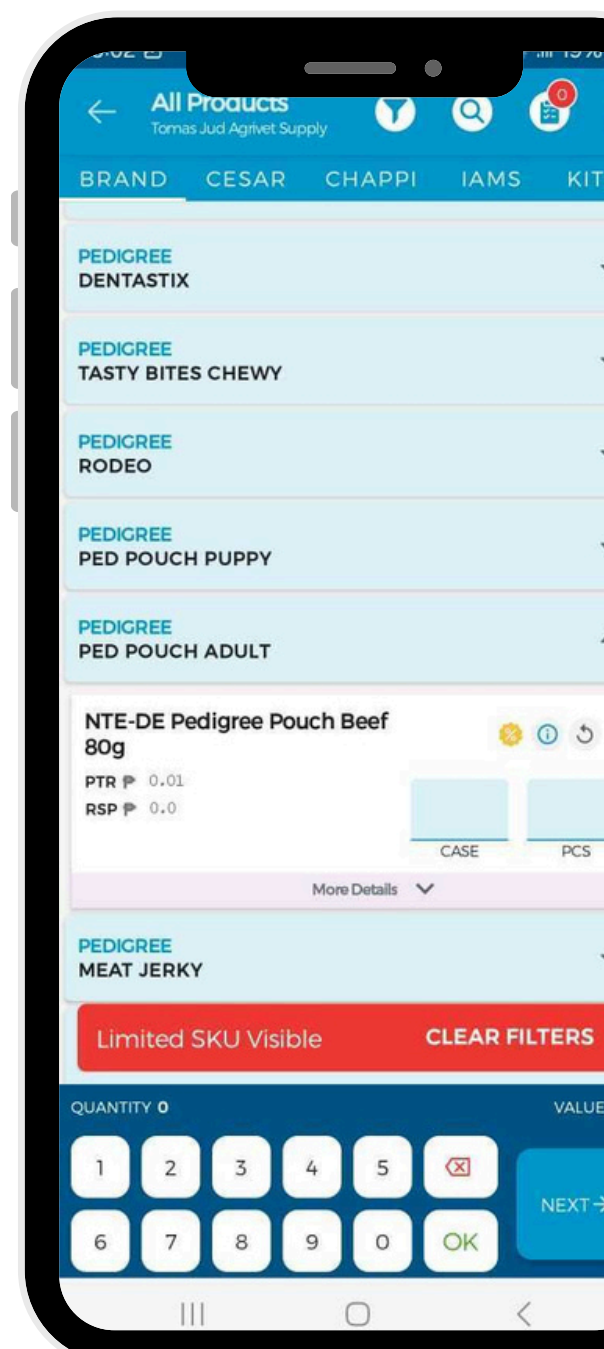
Seamless Integration with Existing Software

Both the FieldAssist SFA and DMS were integrated seamlessly with the existing ERP and accounting software to offer end-to-end visibility on primary and secondary sales.

2

Visibility on Promo Scheme Allocation

Each Distributor Sales Rep (DSR) now has an allocation of free products for promotions, all tracked through FieldAssist. Earlier, the company could not verify whether all promotional samples had been passed on to the retailers. With FieldAssist, managers can see which schemes are active at each outlet and measure their success.



3 Higher Brand Penetration

Before FieldAssist, Mars couldn't track if all 8 brands were being sold. Now, the FA app provides clear data on brand reach, helping Mars optimize forecasts and market strategy.

4 Higher Manager Accountability

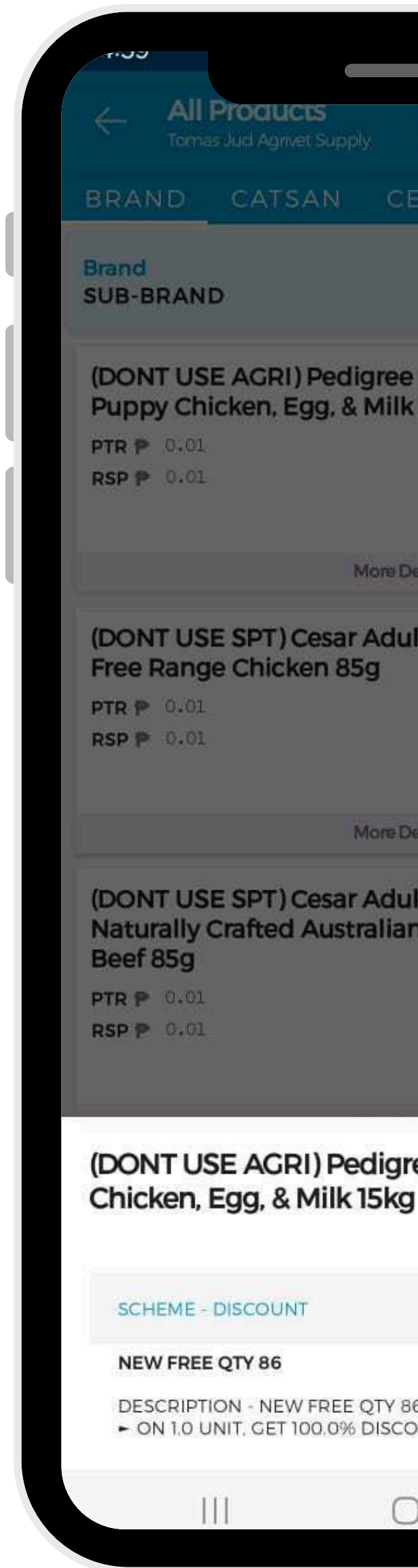
With the FieldAssist FA app and FA Analytics, Johnny Racoma could now rely on his 2nd/3rd line managers to take greater ownership of categories thanks to increased transparency and accountability at each level.

5 Ease of Use of FieldAssist SFA

DSRs loved that SFA was easy to use and reduced their order punching process to mere minutes. The FA team provided constant support, which minimized unproductive calls and improved salesman productivity.

6 Reliable, Smooth Deployment

Mars had experienced failure with SFA implementations in the past, but with FieldAssist, the Mars team achieved "the smoothest, glitch-free deployment ever."



Initially planned for the top 7 distributors, the impressive results from the first 2 distributors during the pilot led Mars to deploy the FieldAssist DMS across ALL distributors, including the new Distributors being onboarded at the time in the Philippines.

The Outcome...

Until April 2024, Mars Petcare achieved:

8,400

Outlets Activated

6,000

Pre-Sales Orders

40%

Boost in User
Productivity

4X

Increase in Brand
Penetration

8,000

Invoices Issued in
DMS

8%

Increase in Revenue
Per Invoice

50%

Jump in Lines Cut
Per Invoice



“

What I can say in all honesty is that FieldAssist engaged us the most; the one that truly listened. They really came in as a partner that helped us co-create.

Johnny Racoma

(General Manager, Mars Petcare)

”





Information > Insight > **Impact**

INDIA | INDONESIA | MALAYSIA | PHILIPPINES
| THAILAND | MIDDLE EAST | AFRICA

www.fieldassist.com