

# MERCER ASIA PACIFIC CONSUMER GOODS TOTAL REMUNERATION AND BENEFITS SURVEYS





The Fast Moving Consumer Goods (FMCG) Industry is being disrupted on several fronts; by slowing growth, more digitally-empowered consumers and the emergence of new business models.



The Asia Pacific region, home to 60% of the world's total population, plays a significant economic role in the global consumer goods industry. Growth in Emerging Asia is still robust and expected to average 6.5% annually over 2015-19, but external risks, such as the normalization of US monetary policy, the slowdown in the Chinese economy and the implementation of structural policies related in Japan, and uncertainties in the Euro area will affect different countries in different ways.



It is proven that consumers who are highly engaged with a brand spend more and are strong advocates of the products. As consumers become more connected and have multiple channels to share feedback and vocalize, it is important for consumer goods companies to stay connected and be digitally savvy in reaching out and delighting their consumers, enhancing the brand experience, and also be responsive to the feedback as negative stories can easily escalate and damage a brand.



New business models have a big impact on how consumers spend, where and when they spend. Online shopping is a growing trend in the region and the speed at which adoption is taking place far outpaces the speed at which businesses with traditional “bricks-and-mortar” models are transforming themselves into “bricks-and-clicks” – a business model with both physical and online presence. The emergence of e-commerce as an alternative to traditional retailing has also lowered the barriers of entry to new businesses. Consumers on the other hand, are now also presented with more choices, and consequently, at better price points.

## MERCER CONSUMER GOODS TOTAL REMUNERATION SURVEY (TRS)

### CONSIDER THESE QUESTIONS

- Do you have an easy-to-use source for comparing your company’s compensation and benefits against that of your competitors?
- Are you able to evaluate the competitive position of each of your total remuneration elements?
- Is your compensation mix for sales employees competitive?
- Is your pay strategy consistent, ensuring external competitiveness whilst maintaining internal equity?
- Are you able to generate instant, automated and fully customized comparisons of your organization against the market?

### OBTAIN THE RIGHT SOLUTION

Be part of Mercer Consumer Goods Total Remuneration Survey (TRS) and get access to reliable, up-to-date information on pay and benefits to ensure that your reward packages remain cost effective and competitive in the marketplace.

Mercer Consumer Goods Total Remuneration Survey (TRS) database provides you with consistent, accurate and high quality market data with a coverage of over **480,000 data points, more than 1400 Consumer Goods entities** providing a database of over **3,000 benchmark jobs across more than 50 job families**.



## KEY POSITIONS AND FUNCTIONS SURVEYED INCLUDE:

### TOP EXECUTIVE

Head of Organization

### SALES

Account Management

Corporate Sales

Channel Sales

Sales Administration

Sales Planning

Telesales

### MARKETING

Advertising & Promotion

Category Management

Market Research

Marketing Analysis

Merchandising

Product/Brand Management

### MANUFACTURING

Operations

Machining

Packaging

Production

Production & Process Control

Assembly

Business Process

### SUPPLY & LOGISTICS

Quality Assurance

Purchasing

Capacity Planning

Inventory

Logistics Planning

Material Management

Procurement

Warehousing

### RETAIL

Operations

Merchandising

Retail Sales

### CORPORATE AFFAIRS

Strategic Planning

Corporate Planning

Government Relations

Public Relations

### HUMAN RESOURCES

Recruitment

Compensation & Benefits

Employee Relations

HR Administration

Training & Development

### RESEARCH & DEVELOPMENT

Applied Research

Product Development

Manufacturing/Process/Design  
Engineering



THE TABLE BELOW DEPICTS THE SCOPE BY CAREER STREAMS AND LEVELS IN MERCER TRS FRAMEWORK.

## DEFINITION OF LEVEL DESCRIPTORS

CAREER STREAMS				
CAREER LEVELS	1. Executive	2. Management	3. Individual Professional	4. Para-Professional
		1. Head of Organization		
	2. Function Head			
	3. Sub-function Head			
		1. Senior Manager	1. Pre-eminent	
		2. Manager	2. Expert	
		3. Team Leader (Professional)	3. Specialist	
		3. Team Leader (Para-Professional)	4. Senior	0. Specialist
			5. Experienced	1. Senior
			6. Entry	2. Experienced
				3. Entry

## PARTICIPATION IN MERCER CONSUMER GOODS TRS ENTITLES YOU TO:

- Base pay, allowances, incentives and benefits information for all jobs
- Exclusive online data mining capabilities using Mercer's online tools
- Premium subscribers also have the capability to conduct peer group comparisons and to create customized reports
- Conduct analysis using various filters such as revenue, headcount, geographic responsibility and industry segment

### SURVEY OVERVIEW

The survey consists of executive and non-executive compensation data for the consumer goods industry from organizations in the Food, Beverage & Tobacco, Durable, Retail and Personal Care sectors.

### THE SURVEY IS CONDUCTED IN THE FOLLOWING ASIA PACIFIC LOCATIONS:

- Australia
- India
- \*New Zealand
- South Korea
- \*Bangladesh
- Indonesia
- \*Pakistan
- \*Taiwan
- China
- Japan
- Philippines
- Thailand
- \*Hong Kong
- Malaysia
- Singapore
- \*Vietnam

\* For these countries consumer goods database is part of Mercer TRS All Industry survey.



## TOTAL REMUNERATION COMPONENTS

The Mercer Consumer Goods TRS provides a quantitative study that covers various cash components such as base salary, other guaranteed cash payments, short-term incentives as well as valuation of long-term incentives and benefits.

- **BASE SALARY**  
(Monthly base salary times the number of months paid)
- **TOTAL GUARANTEED CASH COMPENSATION**  
(Base Salary plus guaranteed allowances)
- **TOTAL CASH COMPENSATION**  
(Total Guaranteed Cash Compensation plus short-term incentive, sales incentive, profit sharing, or other incentive awards)
- **TOTAL DIRECT COMPENSATION**  
(Total Cash Compensation plus long-term incentive awards, valued using Black-Scholes methodology for appreciation-based awards)
- **TOTAL REMUNERATION**  
(Total Direct Compensation plus benefits and perquisites)





[www.imercer.com/win](http://www.imercer.com/win)

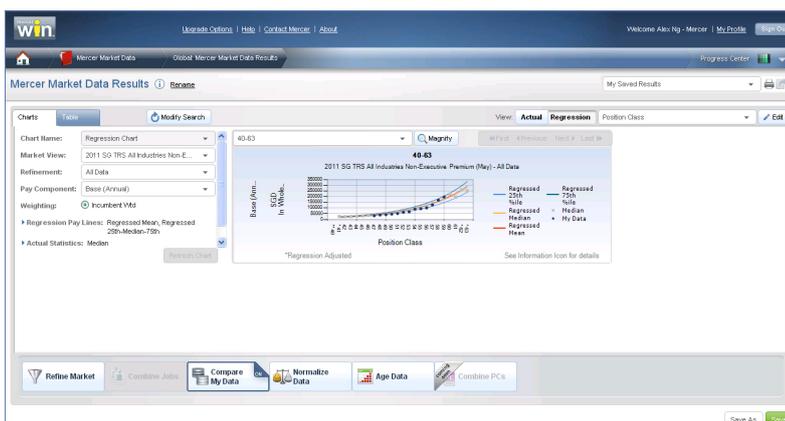
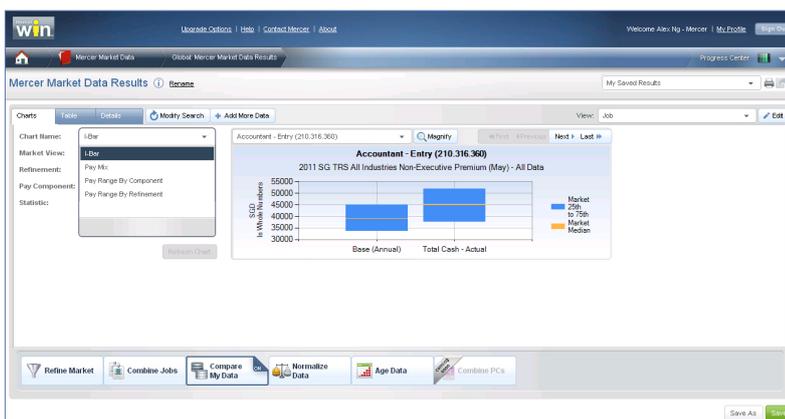
## MERCER WORKFORCE INTELLIGENCE NETWORK®

Data is delivered through Mercer Workforce Intelligence Network®

The Mercer Workforce Intelligence Network® (Mercer WIN®) is a single-point access to Mercer's unparalleled survey data and analytics. With Mercer WIN®, you can easily retrieve and synthesize vast amounts of data into usable packets of information relating to compensation and other HR issues. To make key decisions, you no longer need to sift through reams of information stored in dozens of locations and formats. Instead, you can access the data and tools you need from a single location.

**MERCER WIN® HAS POWERFUL, FLEXIBLE FEATURES THAT ENABLE YOU TO:**

- Access information readily and quickly via its easy-to-use, simple and clear navigation functions
- Retrieve and compare data within and across industries, regions and countries simultaneously
- Produce multi-market refinements in one view
- Analyze and compare structure to market by job, family, career level and position class
- Generate customized charts, graphs and reports at the click of a button
- Share reports and analysis in real-time over the network



MERCER WIN®  
SCREENSHOTS



## MERCER BENEFITS SURVEYS

Cost-effective, yet market-competitive management of Benefits has never been more important to attract, retain and motivate key talent.

### WHY MERCER?

Mercer's comprehensive survey data provides coverage across 17 Asia Pacific countries which allows HR practitioners to optimize their budgets while remaining market competitive - offering you the best returns for your investment.

Our revolutionary online Mercer BenefitsMonitor™ tool gives you the freedom to run and customize your own reports whenever and wherever you need them, saving you valuable time.

### MERCER BENEFITSMONITOR™

Mercer BenefitsMonitor™ is an interactive and user-centered online tool that offers a wide range of flexible and intuitive features for benefits reporting and analysis excellent for comparing your benefits data against your competitors.

- One-stop source for market & statutory benefits information
- Access to the latest market information through regular survey updates
- Conduct peer group comparisons and create customized reports
- Conduct analysis using various filters such as industry segment and headcount
- Exclude/include your organization's data during market analysis
- Find out the market prevalence of benefit items and analyze how companies set up their benefits plans for the different employee groups
- View data by percentile statistics, average, minimum and maximum values
- Export the survey reports as a PDF document or Excel spreadsheet

### SUBSCRIPTION PACKAGES

Subscribers to any of the three packages are entitled to one password for a year's membership upon given access. Regional subscribers are entitled to an additional regional password. Additional passwords can be purchased at USD 300 each.

#### CONSUMER GOODS PEER CUT SUBSCRIPTION

- Access to aggregated reports (BPR & BPRS) of 'All Industries' peer group
- Spotlight on Benefits Report
- Access to Consumer Goods peer group (BPR & BPRS)

#### PREMIUM SUBSCRIPTION

- Access to aggregated reports (BPR & BPRS) of 'All Industries' peer group
- Spotlight on Benefits Report
- Unlimited custom peer groups (BPR, BPRS and DBR)

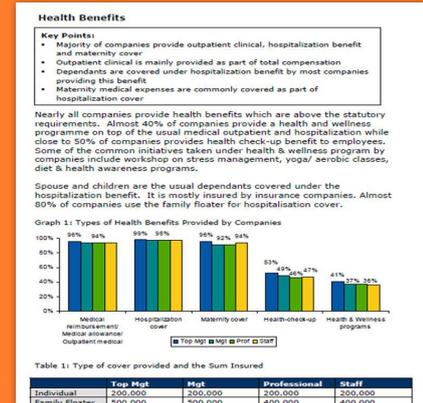
**BPR** - Benefits Prevalence Report: allows you to compare your employer's benefits plan against the aggregated statistical data of our benefits survey participants, per employee level

**BPRS** - Benefits Practice Summary Report: allows you to view prevalence and median values of benefits plans provided across employee levels in 1 report

**DBR** - Detailed Benefit Report: allows you to conduct a side-by-side comparison of your employer's benefits plan against the exact benefits plans details of a custom peer group of your choice.

**Spotlight on Benefits Report** - provides an overview of key benefits practice in the general market

## MERCER BENEFITSMONITOR™ AND SAMPLE REPORTS IMAGES\*



Question Description	%	Average	Q1 (10 pct)	Q2 (50 pct)	Q3 (90 pct)	# of Firms
1. Employment Conditions	100%	4.96	5.00	5.00	5.00	246
2. What is the number of working days in your year?	100%	8.33	8.00	8.00	8.50	245
3. What is the number of working days per day excluding bank and tea breaks?	100%	15.48	15.00	15.00	16.00	246
4. What is the number of breaks (in minutes)?	100%	1.66	1.00	2.00	2.00	32
5. Do you provide tea breaks in a day?	100%	10.60	10.00	10.00	10.00	32
6. Do you have a production period?	100%	4.55	3.00	3.00	6.00	233
7. Duration of production period in months	100%	2.41	1.00	2.00	4.00	234
8. Number of production period, in weeks, required during production period	100%	1.44	1.00	1.00	2.00	229
9. Incapacitation notice period, in weeks, required after production in your practice/contract	100%	10.93	10.00	10.00	11.00	171
10. Do you provide a short-term contract employment for your client/customer?	100%	18.82	18.00	18.00	19.00	34
11. Do you provide any paid leave	100%	18.82	18.00	18.00	19.00	34
12. Do you provide any supplementary medical benefits?	100%	18.82	18.00	18.00	19.00	34
13. Do you provide any supplementary insurance benefits?	100%	18.82	18.00	18.00	19.00	34

\*Note: Images displayed are for illustration only and may not accurately reflect the actual tool.

**DEMO ACCESS AVAILABLE**

contact your local Mercer representative or [benefitsolutions.ap@mercer.com](mailto:benefitsolutions.ap@mercer.com)



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