

Saboo Plastics Pvt Ltd

Nagpur



Case Synopsis

Saboo Plastics is into manufacturing of food grade houseware and cutlery through injection moulding process. As a maiden initiative, the company went in for setting up a sales team which is inducted professionally so that best industry practices, habits and culture sets in.

Key Deliverables

1. Setting up a sales team and their induction
2. Training
3. Sales Kit formulation
4. Marketing Communication planning

Footprint

Nagpur