

## FMCG – Manufacturing Optimization

### Background and Challenge:

Antal International, a prominent recruitment firm in Rotterdam, Netherlands, recently undertook a significant project with a renowned consultancy company specializing in manufacturing operations optimization. This client offers expert guidance in IT integration within production environments, focusing on the efficiency of ERP and MES systems to maximize machine output in mid- to large-scale food production companies.

### Objective:

The primary goal was to recruit specialized consultants adept in managing process-improvement projects, with a deep understanding of manufacturing operations optimization.

### Approach:

- 1. Networking and Sourcing Strategy:** Antal tapped into its extensive industry network to identify potential candidates, creating a diverse shortlist. Professional Networking channels were also used to source candidates which resulted in referrals and professional recommendations.
- 2. Engagement Process:** Leveraging its industry expertise, Antal conducted 'consultant-to-consultant' level discussions with the targeted candidates. This approach not only ensured a professional vetting process but also mirrored the client's business professionalism, significantly impacting the candidates' perception.
- 3. Evaluation and Selection:** Through these interactions, Antal gained a comprehensive understanding of each consultant's expertise, aligning it with the client's specific needs. The focus was on identifying candidates who not only had the requisite skills but also shared the client's values and could seamlessly integrate into their team culture.

### Outcome:

The process culminated in the successful placement of highly qualified consultants. Antal's in-depth industry knowledge was instrumental in streamlining the hiring process, facilitating professional communication, and effectively matching the right talent with the client's requirements.

### Conclusion:

This case study underscores the value of partnering with a recruitment firm like Antal International, which brings to the table not just recruitment expertise but deep industry insights. Such partnerships are pivotal for companies aiming to attract top-tier talent, thereby driving their growth and success. This success story exemplifies how Antal's approach and experience in the industry can connect businesses with the best candidates, demonstrating the effectiveness of their recruitment strategy.

Written by: **Johan Roxs, Managing Partner,**  
**ANTAL International Netherlands**

