

Rutuja Chavan, a management graduated having ten years experience in garments sales has recently joined, 'Style Garments' as a Regional Sales Manager. The company manufactures ready to wear garments viz. shirts, trousers, ladies wears viz. Punjabi suites etc. and distributes it through dealers and retailers. Company has divided national market in five regions each headed by Regional Manger. Under the Regional Manager there is a team of five sales officers at five different locations in the region.

Rutuja foresees need to expand and penetrate into market and felt need of Assistant Regional Manager (Sales). General Manager (Marketing) has accepted her request and endorsed authority to appoint Assistant Regional Manager (sales). Rutuja is pondering on an idea to promote one of the able sales officers working in region. Following data is available regarding the performance of five sales officers for last three years.

Sr.	Sales Officer	Sales generated in Rs. Lakhs			Monthly expenses (Rs.)	Average Number of retailers contacted P.M.	Total Number of retailers in region/ area.
		2006	2007	2008			
1.	Virag	13.5	15.9	16.2	19500	400	1600
2.	Darshan	13.65	16.5	16.68	20250	300	2100
3.	Aadish	13.8	16.8	16.8	21600	380	2400
4.	Tejas	11.25	11.4	12.9	7500	300	1500
5.	Amol	14.1	17.25	17.4	22500	420	2500

On the basis of data, she plans to calculate for individual Sales Officer

1. Sales growth
2. Expenses per call
3. Sales per retailer
4. Selling expenses as a percentage of sales.

Rutuja Chavan wants you to opine on most suitable person for the post of Assistant Regional Manager (Sales).