

## Hitesh Bhawsar

Mobile: +91-7697777765

E-Mail: [Hiteshbhawsar@yahoo.in](mailto:Hiteshbhawsar@yahoo.in)

### A competent professional with 8+ years of experience with Top FMCG

**Areas of Expertise:** | Modern Trade | General Trade | Business Development | Channel Management | Customer Management | Market/Competitor Analysis | Team Management | New product launch | key account handling

#### Profile Summary

- A focused and result oriented professional with 8+ years of experience with leading FMCG companies.
- Robust understanding of Key Accounts.
- Successful track record of delivering business results pertaining to growing territory with business of more.
- Leading a team of merchandisers as a sales team.
- Co-Ordinating with Key Accounts (D Mart, Reliance, Big Bazaar, More Retail, Vishal Mega Mart and Cash & Carry accounts) for orders and additional orders.
- Co-Ordinating at Regional Level with different Stakeholders for good Visibility Executions and for additional free Visibilities at stores.
- Ensuring good visibility and sampling activity of NPD's at Key Accounts.
- Proficient in territory handling, distributor handling and secondary sales force team building for key-accounts.
- Launch and monitoring visibility of NPD's in Key Accounts (D-Mart, Reliance Retail, Metro, and Big Bazaar Walmart).
- Possess cross functional expertise in planning, competitor evaluation and market analysis through interactions with customers, dealers & competitors.
- Exceptionally well organized with a track record that demonstrates self-motivation, creativity & initiative to achieve personal & corporate goals.
- An effective communicator with excellent people management and client serving skills.

#### Areas of Exposure

Strategy Planning	Business Development	Channel Management
Key Account Management	New Market Development	Competitor Evaluation
Product Promotions	Market Research	Team Management
Visibility Execution		

#### Organizational Experience

### PARLE AGRO PVT. LTD.

#### Role – Business Development Executive (Modern Trade )

(From Sep 2024 till Present)

#### Responsibilities:

- Responsible for handling 1 distributors in Madhya Pradesh in terms of achieving targets.
- Key Accounts management: Handling D-mart, Reliance, Smart Bazaar, and Cash & Carry accounts like Metro and local & Regional chains.
- Successfully delivering business results with business.
- Responsible for monthly sales planning & analysis.
- Co-Ordinating with Regional Teams of Key Accounts (D Mart, Reliance and Cash & Carry accounts) for orders and additional orders.
- Co-Ordinating at Regional Level with different Stakeholders for good Visibility Executions and for additional free Visibilities at stores.
- Aligned visual merchandising to boost sales and increase in ABV (Average Bill Value). Conducted study on products, prices, merchandise, customers and opportunities.
- Followed up with the CFA team and transporters in receipt, maintaining ageing of goods.

- Responsible for leveraging Assortment and ensuring Better in Stock at Stores.
- Responsible for training, coordination and motivation of secondary sales force.
- Establish and force to adopt the processes for Inventory management, order accuracy, receiving time, dispatch speed and cost per orders for CFA.
- Ensuring the Store layout, Merchandise storage & displays and monthly promotions are well loaded as per business standard and promotional guideline.

**Highlights:**

**CavinKare Pvt. Ltd.**

**Role – Territory Sales Incharge**

**(From Feb 2022 till Aug 2024)**

**Responsibilities:**

- Regularly visiting to all the Morden trade Outlets, Like ( D-Mart, Reliance, Big Bazaar, Vishal and Cash & Carry accounts Walmart ) of Madhya Pradesh to facilitate achievement of pre-set targets.
- Responsible for handling 2 distributors in Madhya Pradesh in terms of achieving targets.
- Responsible for negotiation and finalizing input strategy with customers to make TOT agreements.
- Responsible for coordinating with Branch Team for Budgeting and Schemes.
- Giving demos on product benefits and features to create clear understanding and awareness about the products.
- Responsible for designing menu and combos at QSR's and FSR's as per proximity for increasing sales and meet customer needs.
- Leading a team of 2 and ensuring that the team achieves the target assigned to them.
- Maintaining good relations with customers and ensuring that the stocks are delivered on specific date and time.
- Managing stakeholders across all cross functions – MT and promotional teams.
- Efficiently achieved primary and secondary sales targets.

**Highlights**

**Midas Care Pharmaceuticals Pvt. Ltd.**

**Role – Inside Sales Representative (Jan 2021 to Jan 2022)**

**Responsibilities:**

- Regularly visiting to all the stores D Mart, Reliance, Big Bazaar, Vishal and Cash & Carry accounts and Catering services of MT to facilitate achievement of pre-set targets.
- Handling single headedly entire Madhya Pradesh, CG and reporting to the Sales Officer.
- Placing the orders to the distributors that were taken from the customers.
- Ensuring that the team achieves the target assigned to them.
- Maintaining good relations with customers and ensuring that the stocks are delivered on specific date and time
- Visiting all the A class customers on regular basis and increasing penetration of the company's product

**Highlights:**

**Rasna Pvt. Ltd.**

**Role – Merchandiser (Feb 2016 to JUN 2020)**

**Responsibilities:**

- Regularly visiting to all the stores D Mart, Reliance, Big Bazaar, Vishal and Cash & Carry accounts and Catering services of MT to facilitate achievement of pre-set targets.
- Handling single headedly entire indore and nearest town and reporting to the Sales Officer.
- Placing the orders to the distributors that were taken from the Dmart, Metro and Regional chains.
- Maintaining good relations with Store Team and ensuring that the stocks are delivered on specific date and time
- Visiting all the A class customers on regular basis and increasing penetration of the company's product

## Education

DEGREE	PASSING YEAR
• B.com	2014
• 12 <sup>th</sup>	2010
• 10 <sup>th</sup>	2008

## IT Skills

- Proficient in MS Office (Word, Excel, PowerPoint) & Internet Applications

## Personal Details

**Date of Birth:** 04 December 1992

**Address:** 104 Ram Kamal Residency Gomatgiri Indore (MP)

**Languages Known:** Hindi, English.

**Location Preference:** Indore(Madhya Pradesh)