

# Jay K. Modi.

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**Seeking assignments in Retail Marketing & Sales/Floor Management/Customer Acquisition with a growth oriented Retail organization**

## PROFESSIONAL SYNOPSIS

- **CERTIFICATE OF MASTER OF BUSINESS ADMINISTRATION From ICFAI University, NOV-2013.**
- Certificate of Postgraduate Diploma in **Marketing** From ICFAI University, MAY-2013.
- A dynamic professional with **over 10 years** of rich experience in **Retail sector**.
- A keen planner, strategist & implementer with demonstrated abilities in **Sales & Marketing**.
- An effective communicator with strong analytical & problem solving abilities.
- Keen learner with constant zest to acquire new skills.

## KEY SKILLS

Customer Service  
Customer Relation  
Communication Skills  
Customer Handling  
Floor Management

Corporate Leadership  
Corporate Ethics  
Client Satisfaction  
Admin Operations  
Stock Management

Strategic Planner  
Keen Learner  
Customer Acquisition  
Defect Management  
Innovative

## ORGANIZATIONAL EXPERIENCE

Presently I am working as an **Assistant Manager** (Sales Dept.) based at **Ahmedabad** in **ETronics Global Distributors LLP** from **1<sup>st</sup> Feb 2021**.

About Company:

ETronics Global is a distribution chain company which was formed in 2018. ETronics Global's staff at this establishment are courteous and prompt at providing any assistance. They readily answer any queries or questions that you may have., its Products: Forbes ACs (C & F whole Gujarat), Aisen LED, Aisen Coolers, Next View LED.

- **Territory Handling:**
  - 1) Ahmedabad
  - 2) Surendranagar District
  - 3) Botad District
  - 4) Bhavnagar District
  - 5) Sabarkantha District &
  - 6) Banaskantha District
- **Dealers / Distributor / Direct Dealer details:**
  1. Total Dealers Handling 380
  2. Total Distributor Handling 5
  3. Total Direct Dealer Handling 10
- **Products Category Handling:**
  - 1) Air Conditioners
  - 2) LEDs
  - 3) Refrigerators.

## Job description

To develop channel distribution for Air Conditioners which contribute to a significant portion of the overall market.

Channel as well as Wholesaling.

Regular interaction with dealers for operational activities such as sales, collection, and enquiry follow up.

**Eureka Forbes Ltd, Ahmedabad**

**July 2019 to Jan 2021**

As a **Territory Head** (Sales Dept.) based at **Kutch – Bhuj** in **Eureka Forbes Ltd** from **July 2019**.

About Company:

Eureka Forbes is a consumer durable company which was formed in 1982 wholly owned by Shapoorji Pallonji's SP Group. Eureka Forbes is Asia's largest direct sales company. Aquaguard, its flagship product, is now a familiar brand for water filters in India. Products: Water Purifiers (Aquaguard), Vacuum Cleaners, Air Purifiers, Security Systems.

- **Territory Handling:**
  - 1) Kutch District
  - 2) Surendranagar District
  - 3) Botad District
  - 4) Bhavnagar District and
  - 5) Amreli District
- **Dealers / Distributor / Direct Dealer details:**
  4. Total Dealers Handling 130
  5. Total Distributor Handling 3
  6. Total Direct Dealer Handling 2
- **Products Category Handling:**
  - 1) Aquaguard Electronic Water Purifier
  - 2) Forbes Vacuum Cleaners
  - 3) Forbes Air Purifiers.

## **Job description**

To develop an alternative channel for water purifiers which contribute to a significant portion of the overall market. Channel as well as direct.

Regular interaction with dealers for operational activities such as sales, collection, and enquiry follow up.

**Sony India Pvt. Ltd, Ahmedabad**

**August 2016 to June 2019**

### **Marketing Co-Ordinator (For All Sony outlets)**

#### **Key Deliverables**

- **Shop front display enhancement.**
- Supporting pop management.
- Assistance in event.
- Daily reporting through MC eye application.
- Monthly PJP follow without any deviation.
- Supporting to branch for extra Marketing Activity.

**Sony India Pvt. Ltd, Vadodara**

**January 2014 to August 2016**

### **Marketing Co-Ordinator (For All Sony outlets)**

#### **Key Deliverables**

- Managing shop front display at brand shops and sub-dealer channel.
- Maintaining VMD guideline including SKU placement with POP elements for different category products.
- Stock keeping of POP material at warehouse.
- Submitting monthly guideline in PPT format.
- Supporting Trade Marketing Incharge by checking bills, Branding Artwork Placement at correct position with high Visibility at a particular outlets.

**Sony India Pvt. Ltd, Ahmedabad**

**MAY 2010 to December 2013**

### **Sr. Floor Assistant (Only Sony Products)**

#### **Key Deliverables**

- Responsible for overseeing the delivery of products and services to customers.
- Greet the walk in customer & guide them to understand their requirement & make a sale.
- To promote products and services.
- Interacting with customers & provide solutions.
- Ensure **sales** and customer interaction.
- Achieving **sales** target.

- Maintaining and adding on to customer database.
- Strong Interpersonal Skills.
- Strong customer management skills.
- Ability & Exposure in **sales** (store level).
- Maintaining the Records.
- Manage individual and group target setting for the team as per the monthly\annual business plan and to achievement of the same.
- manage inventory of the store and delivering best mystery shopping result.
- Building and maintaining healthy business relations ensuring maximum customer satisfaction by achieving delivery and quality norms.
- Resolve services related queries.
- Corresponding with customer and company.

**Sales India Pvt. Ltd, Ahmedabad**

**MAY 2008 to January 2010**

### **Sales Executive (Electronics Retail Items)**

#### **Key Deliverables**

- Counter Sales.
- Meet the walk in customer & assist them with the things available in the showroom.
- Making sure the clients meet their requirements.
- Looking after the stock available.
- Interacting with customers & provide solutions.
- Achieving **sales** target.
- Maintaining and adding on to customer database.
- Strong Interpersonal Skills.
- Strong customer management skills.
- Ability & Exposure in **sales** ( store level ).

#### **ACADEMICS**

- Certificate of Diploma in Management from ICFAI University, FEB-2013.
- Certificate in Business Basics From ICFAI University, MAY-2012.
- Certificate course in Office Automation January 2010.
- Bachelor of Commerce from GUJARAT University, Jan-2011.
- H.S.C. - Commerce from G.H.S.E.B, 2007.
- S.S.C. from G.S.E.B, 2005.

#### **CAREER SUMMERY**

- To be mentor in an environment where I can grow and enhance my carrier and get opportunity to apply the best of my knowledge and the potential. I looking for challenging carrier with the potential for growth and job Satisfaction of my knowledge and the potential.

#### **Computer Literacy**

- MS Office - Word, Excel, Power Point, Tally 9 and all other computer related works, using Internet, E-mail, etc.

#### **PERSONAL DETAILS**

- Date of Birth : 09<sup>th</sup> October, 1989.
- Languages : English, Hindi, Gujarati.
- Address : J-204,Sun Real Homes,B/H SavanBunglows,GST to Khodiyar Temple RD, GST to Khodiyar Temple RD,New Ranip, Ahmedabad-382470.
- Marital Status : Married

Jay K. Modi