**NIRAJ PATEL**

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**SENIOR LEVEL ASSIGNMENTS**

***Marketing/Sales***

**PROFESSIONAL SUMMARY**

* A result oriented professional with over 19 years of entrepreneurial experience in Sales & Marketing, Business Development, Product Management, Brand Promotion, Developing Network, Distribution and Key Client Management.
* Demonstrated abilities in co-ordinating between Distributors/Stockiest & CFA/Depot and helping in accelerating the business growth.
* Skills in promoting company product, visiting retailers, distributors, (RS) & maintaining inventory level and collecting feedbacks & competition information of the customers/competitors about the products.
* Proficiency in achieving sales targets at workplace, building dynamic sales teams, identifying high-yielding services and products during the career span.
* Expertise in Sales & marketing, developing network, promotion of products, enforcing planning to achieve target, etc.
* Exposure in managing market retail sales analysis annually, product complaint, product launching, launching of scheme in assigned territory when required, etc.
* An effective communicator with excellent relationship building & interpersonal skills. Strong analytical, problem solving & organisational abilities.

**DOMAIN EXPOSURE**

**Retail Sales & Marketing**

* Identifying and networking with prospective clients, generating business from the existing accounts and achieving increased sales growth thus catalysing profitability.
* Analysing latest marketing trends and tracking competitors’ activities and providing valuable inputs for fine tuning sales & marketing strategies.
* Running the promotional activities & accountable for increasing sales growth and driving sales initiatives in order to achieve business goals.

**Business Development**

* Initiating contact with potential customers for developing new business, leads and sales.
* Implementing competent strategies for business with a view to penetrate new accounts and expand existing ones for meeting pre-determined business objectives and targets.
* Setting up organizations & optimizing operational efficiency.

**Product Launch & Brand Promotion**

* Launching new products, ensuring their availability, distribution and market development.
* Managing the gamut of activities including market survey, pre & post launch promotions for new products.
* Using sales forecasting to ensure the sale & profitability of products; analysing business development & monitoring market trends like managing the white box of the mural advertising for the region.

**Key Client Management**

* Building and strengthening relationships with key accounts; ensuring high customer satisfaction by providing them with complete product and service support.
* Evolving market segmentation & penetration strategies to achieve targets.

**Channel Sales Management**

* Developing and appointing new business partners to expand the product reach in the market and co-ordinating with the Retailers & Distributors to assist them to promote the product.
* Ensuring the stocks and outstanding stocks are in adherence to the defined norms of the company.
* Training & monitoring the performance of team members to ensure efficiency in sales and meeting individual and group targets.

**ENTREPRENEURIAL EXPERIENCE**

**Since Jun’18 Peel-Works Pvt. Ltd. Operation Manager**

**(3P For Hindustan Unilever Ltd.)**

**Key Deliverables:**

* Diagnosing secondary sales of all the divisions and submitting the data base.
* Maintaining promo products at retail level (as per stock norms).
* Co-ordination with RS, HUL sales team and Retailers.
* Handling Digital promotion through computerised billing and promo patch.
* Provide training to store owner/billing person to ensure maximum utilisation for desired outcome.
* Ensuring the different query of the store are resolved in due time.
* Establishing understanding and co-ordination with the Sales team to ensure business growth and maximise market reach.
* Engaged in team building and development of team mates (personally and professionally).

**Notable Attainments:**

* Enrolled 150 stores in HUL Darwin program within 6 months of time.
* Trained retailors to use various software of Windows & Android for computerised billing & to take maximum mileage of Darwin program
* Out of 150 majority stores are de growing which is now showing positive growth month after month.
* Out of 5 % growth in retail sector HUL Guj. 3% contribution comes from Darwin stores.

**PRECEDING ASSIGNMENTS**

**May’01-Jul’02 Club Mahindra Holidays Ltd., Ahmedabad Sales Officer**

**Aug’02-Jun’04 ORG Marg, Ahmedabad Interviewer & Supervisor**

**Jul’04 – Dec’13 Abbott Healthcare Pvt. Ltd. (Piramal Healthcare) Area Sales Manager**

**Apr’14-May’18 Cipla Ltd. Business Manager**

**SCHOLASTICS**

Bachelor of Commerce from Gujarat University in March 2001.

**PERSONAL DOSSIER**

My Wife is working as Cashier come Admin. in BVB School (Nadiad).

Kids : Daughter 9 Yr, Son 4 Yr

**Date of Birth : 24th Oct. 1979**

**Address : B/43 Krishnam Banglows, Behind Santram Deri, Deri Road, NADIAD. 387002.**

**Linguistics Abilities : Gujarati, Hindi and English.**

**Location Preference : Ahmedabad.**

**Contact Number : 97277 24222**