**RAKESH KUMAR**

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C-102, Elegance residency, Mota chiloda,Gandhinagr, Gujarat

# OBJECTIVE:

To work & excel in the organization with dedication & interest and with the understanding of the management aspects which can practically be implemented & making difference to the organization.

# MANAGERIAL sKILLS:

* Able to maintain cordial relationships with customer.
* Strong Leadership Qualities
* Strong Understanding of fundamentals of Branding, Marketing and Advertisement

# PERSONAL sTRENGTH:

* Self-motivated
* Self-confident

# eXPERIENCE:

**ADANI WILMAR LIMITED**

(JULY 16 TO TILL DATE)

Area sales Executive

* Taking care of Channels Sales, Distributor, Dealers and Retailer.
* Handling 5 Main distributor and 12 Associate Distributor
* Handle General Trade Channel for 13 Towns

(a) Ahemedabad District like Bavla, dholka,Viramgam.

(b)Gandinagar Districts like Dahegam,kalol,Mansa

(c)some part of Rajkot Disticts like Surendarnagar,Dhanduka,Dhangdhara ,limdi.

* Handling business of 315 tonne approx. every month from this channel partner.
* Handling line 1& line 2 Oil category also food category products.

**PARLE PRODUCTS PRIVATE LIMITED**

(JUNE’14 TO JUNE16)

Sales Executive

* Taking care of Channels Sales, Distributor, Dealers and Retailer.
* Handling 4 Main distributor and 11 Associate Distributor
* Handle General Trade Channel for Vadodara districts.
* Handling business of 4 Crore approx. from this channel partner.
* Taking care of food category sales like Biscuit,confectionary & Snacks.
* Maintaining database & records of Distributor, Dealers and Retailers
* Handling institutional sales like Railway canteen ,Bus depo canteen etc.

**HINDUSTAN COCA COLA PVT LTD**

AHMEDABAD

(JAN-2012 to JUNE-2014)

[Sales Executive](file:///C:\Users\PARAJ\AppData\Local\Temp\resume.htm#emp_title_2)

1. Distributor Management:

* Sourcing and Appointment of Distributors as and when required
* Motivating and Coaching the Distributor Team and handholding where required
* Handling distributor issues like expire stocks with regard to claims
* Taking care of route operations, market scheming and breakages at the Godown
* Manage stock levels to ensure continuous availability and regular rotation

2. Driving Volume and Growth in the given Territory:

* Managing Primary and Secondary sales
* Ensure achievement of targets
* Operation of trade schemes within the allotted budget
* Ensure appropriate distribution across the territory as per norms
* Identify and target new accounts
* Proposing for discount to the Accounts as necessary.
* Driving of Marketing and Growth initiatives
* Ensure hygiene conditions met by all distributors/stockiest
* Correctness of claims by stockiest, Damaged stock, Overcharging by stockiest, Godown condition

3. Merchandising and Promotion

* Manage stock levels to ensure continuous availability and regular rotation
* Fill and rotate all racks, displays
* Respond to dynamic changes to changing demand off take thru changes in servicing

Norms, SKUs, signage etc., on a day to day week to week basis

* Ensure execution quality (Sales Building Blocks)and imperatives in Territory viz.,

Coverage, Availability, Visibility, Purity of racks, stocking Norms, Opportunity conversion

4. Channel Management

* Awareness of various channels like grocery, eateries etc
* Awareness of upcoming channel opportunities and how to tap them effectively
* On boarding of particular channels to our existing channel-specific schemes
* Channel market intelligence from the market gathered through team/ other sources into the

Regional management

5. Managing/ developing team

* Coaching of MDs(Market Developer)
* Being a communication channel between the company and the Distributor Salesmen i.e allotting clear responsibilities to team members- assigning targets etc.
* Train MDs to identify opportunities at retail outlets and to maximize opportunity conversion
* Retention of MDs

**Title of the Project:** Increase the market coverage and its impact on sales & Market Execution

* Worked as a Summer Internship Trainee, Hindustan Coca Cola pvt Ltd.
* Study of Consumer behaviour towards RED by analysing those with respect to some parameters chosen.
* Suggested methods to increase the sales by improving marketing strategies.

# AcADEMICS:

* **MBA** with specialization in **MARKETING** from IBS Ahmedabad with 6.73 CGPA.
* **BSc. in** MICROBILOLOGY from Late nand kishore memorial College under Bhopal University with First class .
* [**H.S.C**](file:///C:\Users\PARAJ\AppData\Local\Temp\resume.htm#edu_details_5). First Class from C.B.S.E.BOARD, Rajasthan in March 2003.
* [**S.S.C.** First Class from](file:///C:\Users\PARAJ\AppData\Local\Temp\resume.htm#edu_details_5) [C.B.S.E BOARD, Rajasthan](file:///C:\Users\PARAJ\AppData\Local\Temp\resume.htm#edu_institution_5) in [Mar](file:///C:\Users\PARAJ\AppData\Local\Temp\resume.htm#edu_tomonth_5)ch 2001

# EXTRA- CURRICULAR ACTIVITIES

CORPORATE PROJECTS

* PROJECT TITLE :- Identification of insights for ITCH GUARD Cream from SEC C,D,E .

COMPANY NAME:- Ignite Mudra Pvt Ltd

* PROJECT TITLE :- Study & Analysis of People’s perception about new segment of ITCH GUARD in New Scalp Itch Removal shampoo.

COMPANY NAME- Ignite Mudra Pvt Ltd

# Personal Details:

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Date of Birth : 15th Aug1986

Fathers Name : Shashi Bhushan Bhatta

Fathers Occupation : Indian Air Force

Languages known : English, Hindi & Gujarati

I hereby declare that all information given above is true and correct to best of my knowledge and belief. Rakesh kumar