

PRADEEP LOHAR

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A competent **Sales & Business Development** professional who identifies high yield market opportunity, builds top performing teams, and cultivates long-term relationships that manifest in revenue, market share, & profit

Location Preference: Ahmedabad / Surat / Udaipur / Gujarat
Industry Preference: Consumer Durable / Retail / MT / Apparels

PROFILE SUMMARY

- A result-oriented management professional with **nearly 13 years** of success in Sales & Marketing, Distribution Management, Retail Sales, Modern Trade, and Customer Service and Channel Management in **Consumer Durable, Retail industry and Modern Trade**
- Skilled in **creating & executing a territory sales plan** that meets or exceeds established sales quotas and supports company revenue & profit targets; expertise in analysing demand and developing strategies for specific territories to ensure wider market reach and deeper penetration
- Expertise in **developing new business partners** to expand product reach in the market and coordinating with the dealers to assist them to promote the product
- Proficiency in **handling retail stores** along with sales & business development operations and attaining the pre-designated business targets
- Excels in **providing excellent customer service** by resolving customer issues & ensuring their satisfaction with product and service norms
- **Soft Skills:** Decisive, strategic, and performance-driven professional with strengths in personnel management
- **IT Skills:** Proficient in MS Office, SAP and eShopaid

CORE COMPETENCIES

Territory Management	Sales – Direct, Channel, & Retail	BTL / Marketing Initiatives
Business Development	Distribution Management	Product & Brand Visibility
Team Management	Market Analysis	Store Operations

ORGANISATIONAL EXPERIENCE

Sep' 2019 – Till Date

LG Electronics India Ltd., Ahmedabad as Area Manager

Key Result Areas:

- Spearheading the entire gamut of sales including Distribution & Brand Shops expansion and coordinating with Channel Partner i.e., multi-brand distributors & BS Partners to achieve sales targets in assigned territory, people development, channel management and retailer education for **achieving yearly turnover of INR 30 Crores**
- Providing guidance to sales advisors to ensure that their daily, monthly, and quarter work plan is in accordance with the formulated strategies for LED, AC, Fridge, Washing Machine, MWO, and HT products
- Managing, developing, coaching, controlling, and motivating the sales force to develop their skill and ensuring that high professional standard is achieved & monthly sales target & KPI target are met
- Utilizing distribution & brand shop platforms to improve efficiency and reduce distribution & brand shop costs
- Planning, organizing & executing marketing plans with the business partners; tracking & reporting competitor's activities to the management
- Leading business planning and performance management of channel partners, including development & execution of joint sales plans, local area marketing, staff coaching, recruitment & hosting constructive meetings
- Performing monthly sales forecasting & competitive analysis to determine accurate performance levels & need for growth into current and additional vertical markets & product categories

Highlights:

- Researched and developed a potential dealer lead list for the market; opened with approved **2 Brand Shop and Distribution** applicants
- Generated revenue worth **INR 30 Cr per annum**

Jan' 2017 – Aug' 2019

Teckno Kart India Ltd., Ahmedabad as Area Manager

Key Result Areas:

- Enhanced organizational reach and market share through the application of robust strategies, effective pricing, and excellent client/customer relationship management
- Prepared & deployed quarterly and annual plans for team; backed all cross-company sales objectives such as budgets preparation, forecasting of sales targets, and so on
- Provided high standards of on-going training Home Appliances Product to sales executives for presenting information on the company's products in an accurate and balanced manner
- Developed relationships with channel partners to drive sales regionally through their customer base
- Provided support to Franchises and Retail Store sales staff to help raise awareness of new products, company news, promotions, or coupons
- Planned, organised & executed marketing plans with the business partners; tracked & reported competitor's activities to the management
- Managed sales pipeline, forecasted monthly sales and identified new business opportunities; developed positive working relationship with partners to build business

Highlights:

- Played a key role in increasing the channel contribution from 80 % to 115%
- Recognized for **exceeding targets by INR 50 Lakhs in year-year**; received the **Best Area Controller** award in recognition of the same
- Trained channel partner & Store Sales staff on FPD / WM / REF products; developed channel-wide demand generation programs and tracked results

Oct' 2014 – Dec' 2016

Reliance Digital, Surat as Store Manager

Key Result Areas:

- Managed store as a profit unit by achieving pre-set targets and handling all stores operations to achieve maximum cost savings without hampering the process
- Accountable for day-to-day retail operations involving finance & budget, boosting the top-line, and ensuring adherence to SOP's
- Developed plans to improve the commercial performance of the store by maximizing profitability and executing effective sales planning to promote offers for business development
- Implemented sales & store promotion plans & new store concepts to generate sales for achievement of targets
- Coordinated with teams for layout designing & preparation as per out concept/ideology/theme
- Maintained the desired visual merchandising, retail operations, customer service, replenishment, and recovery standards in all stores under their allocated areas
- Supervised Category Management & Inventory Planning with respect to device assortment in the stores as per monthly sales, competitive neighbour market, & more

Highlights:

- Executed market promotional programs such as tie ups with Different Brand like Samsung/Sony, Bajaj Finance, etc. and carried events like Society Activities, Paper Adds, Lucky Draw offer to drive numbers; **enhanced sales from 20% to 30%**
- Achieved **141% growth in 2015**
- Revamped stores visual presentation standards to provide stores with plan-o-grams, upgraded store displays and fixturing
- Achieved key targets in the Retail Store in the territory and increased the retail outlet sales

PREVIOUS EXPERIENCE

Apr' 2008 – Sep' 2014

Next Retail India Ltd., Surat / Mumbai

Growth Path/Deputation:

Apr' 2008 – Feb' 2010	Executive, Mumbai
Mar' 2010 – Sep' 2014	Area Manager, Surat

Highlights:

- Analysed latest marketing trends, tracked competitors' activities & provided valuable inputs for fine-tuning sales & marketing strategies to boost revenue of 5 COCO stores in Surat region
- **Increased 55% of sales** through Retail Store & Channel and attained **18 – 20% higher margin** than the industry average
- Appreciated for continuously **achieving 115% of the budget numbers** for the assigned territory
- Executed market promotional programs such as - Electronics Mandap Activity / Society Activities and Lucky Draw Offer to drive numbers; **enhanced sales by 25 to 30 %**

SUMMER INTERNSHIP

Organisation: ICICI Prudential Asset Management Company

Duration: 4 months

Project Title: A study on consumer buying behaviour of investors with annual income below 3 lakhs in Udaipur.

Highlight: Merit of overachieving assigned target

ACADEMIC DETAILS

- **MBA / PGDBM (Finance & Marketing)** from ICFAI National College, Udaipur in 63.70%
- M.Com. from MLSU University, Udaipur, Rajasthan in 2006 with 56%
- B.Com. from MLSU University, Udaipur, Rajasthan in 2004 with 61%

Date of Birth: 8th July 1984

Languages Known: Hindi, English, and Gujarati

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