

CURRICULUM VITAE

Rohan. A. Kaka (B.COM, MBA - Marketing)
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Seeking challenging assignments' in Sales & Marketing, Retail and Channel management in Consumer goods and FMCG

PROFESSIONAL SUMMARY:

- ✓ An MBA with 10 Years' Experience in Sales and Marketing
- ✓ Total 9 years' Experience in FMCG Sector in Personal Care and Foods & Beverages
- ✓ Worked in Ahmedabad Metro, North Gujarat and Saurashtra
- ✓ Currently Associated with Hindustan Coca-Cola Beverages as a Sales Team Leader at Rajkot HQ
- ✓ Knowledge of Distribution Network, Supply Chain and Cost control to maintain P&L
- ✓ Planning and Execution of Primary & Secondary and Providing Regular Service to the Retailers
- ✓ Managing the territory, Maintain Sales figure and SKUs and Maintaining ROI of Distributors
- ✓ Knowledge of all Geography and its potentiality

INDUSTRY EXPERIENCE

- FMCG Industry – Foods & Beverages and Personal Care
- Retail Industry – Consumer Products

EXCELLENCE AT

- ✓ MS Excel – Data Management, Pivot table, VLook up – If Conditions – Charts & Reports
- ✓ MS Power Point – Sales Data Presentation
- ✓ Geographic & Demographical Knowledge of Gujarat

JOB DESCRIPTION

- ✓ Channel Sales/Distributors Management
- ✓ Sales & Service Operations in General Trade
- ✓ Primary Planning and Secondary Planning
- ✓ Brands and SKUs Management
- ✓ Expansion of Retail Coverage and Wholesalers
- ✓ Team Management
- ✓ Reporting to Senior with detailed data of Secondary
- ✓ Handled Local modern trade
- ✓ Handled National E Commerce Channel & Retail Chains
- ✓ Merchandizing Management

CAREER HIGHLIGHTS

October 2021 to till Date: **HINDUSTAN COCA-COLA BEVERAGES** as a Sales Team Leader at Rajkot HQ Saurashtra

- Currently Responsible for Rajkot Depot and Rural Parts of Saurashtra in General Trade and Wholesale Market
- Handling three depots with annually more than 12 Crore Business of Coca-Cola Products
- Team Size of five Market Growth Representative and four Distributor Sales Executives
- Primary Responsible for Revenue Generation and Secondary Growth
- Responsible for Primary, Secondary, Sales Generation Assets like Coolers
- Taking Care of Marketing Executions like Branding at Outlets and Brand awareness Strategies
- Team Handling of Sales and Ready stock Unit, Train them and Coach them about market potential and Gaps
- Market Penetration by adding new Outlets and deal with new Restaurants and eatery outlets
- New Products Placement in Company owned Coolers with 100% Purity
- Maintaining market stability with proper schemes and QPS Execution and Delivering the best result in outlets billing with Numeric and Weighted Distribution to sustain market leader in Beverages industry

December 2015 to October 2021: **THE HIMALAYA DRUG CO.** as a Senior Sales Officer, Ahmedabad Metro Region

- Responsible for Distributors of General trade market along with Local modern trade and E Commerce in Ahmedabad Metro Area and North Gujarat
- Handled Super Stockiest and Sub Stockiest in Rural area
- Planning and Execution of Primary and Secondary Sales
- Maintained Sales Growth and Maintaining Category Growth and Brand wise growth.
- Maintained Market Shares of Leading Products and Numeric and Weighted Distribution
- Manpower Management, Handled twelve ISRs. Allocating Target to Sales Representative, Providing Last six months data and Current month Planning data, Training, Coaching and Motivation to Sales Representatives, Personal Coaching to weak Sales Representatives.
- Market Penetration with adding new outlets and adding new RE.
- New Product Launch planning and Execution
- Handling National Chain like Big Basket, Goffers, Apollo Hospitals and Planet Health and Modern Trade Like Osia Hyper Mart, National Handloom and Hind Super Market
- Handled Merchandising activities and Brand Promotion Activities
- Maintained ROI of All Distributors to decrease attrition
- Worked on Company Billing Software to maintain hygiene in market

August 2014 to December 2015: **PARLE BISCUITS PRIVATE LIMITED** as a Sales Officer, Ahmedabad

- Handled Old Ahmedabad and Rural Parts with 5 Stockiest and 6 Sales Persons Team
- Managed the Territory Sales & Distribution of Products
- Maintained category sales and Brand wise sales
- Handled Wholesale Sales and Retail Sales
- Primary Planning as per Dispatch plan and Achieving Sales Target
- Secondary Sales – Scheme Implementing
- New Product Launch Planning - Manpower management
- Developing Sales Infrastructure
- ROI Calculation

December 2013 to July 2014: **BRITANNIA BISCUITS INDUSTRIES (KHIMJI RAMDAS)** as a Sales Executive

- Worked in General Trade in whole Ahmedabad City
- Retail Selling – Wholesale Selling – Adding New outlets – Big Outlets
- Providing service to Government Canteens and Private Canteens
- Merchandising activities
- Ready stock planning in Dairy Products like Butter and Cheese

October 2012 to December 2013: **RELIANCE HOLDING LIMITED (RELIANCE RETAIL)** as Sales Consultant

- Worked in Retail Store and Direct Field Selling
- Handling Premium toys – Store Sales – Direct selling – Customer Survey for Toys
- Do demos to sell – Cash handling – Placing order – Customer Relationship

AWARDS & RECOGNITION

- Award of Best Sales officer in West Region in Year 2018
- Certificate for Disciplined Growth in Year 2019
- Certificate for Best Sales Performer for First Half Year in 2016.
- Promoted to Senior Sales officer from Sales officer Post in 2018 in Himalaya Drug Co

EDUCATION

- MBA from Gujarat Technical University (Appeared GCET Entrance), 2010 – 2012 – 7.23 CPI
- B.COM from Narayana College of Commerce (Gujarat University), 2006 – 2009 – Second Class
- HSC from Shraddha School Gujarat Board, 2006 – 67%

PERSONAL PROFILE

Father's Name : Anil. C. Kaka
Date of Birth : 23/01/1987
Nationality : Indian
Languages : English, Hindi, Gujarati
Hobbies : Listening to Music, Travelling & Reading Fiction Story Books
Marital Status : Married
Passport : Yes

Place: Ahmedabad

You're sincerely,

Date:

Rohan Kaka