DILIP PATEL

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Spearheading with an aim to accomplish corporate plans & goals successfully

**Sales & Marketing ~ Team Leader ~ Management ~ Supply Chain & Logistics**

## PROFILE SNAPSHOT

***Professional*** *with* ***nearly 33 years*** *of experience in:*

***~* Sales & Marketing**

***~Client Servicing***

***~Retail Sales***

***~Market Analysis***

***~Team Management***

***~Management***

## To be a part of a progressive organization and use my experience in bringing value to the company by proactively adopting newer ways coupled with past knowledge and market intelligence.

* A Competent professional offering nearly 33 year of extensive experience in Sales & Marketing, and Team Leadership
* Proficient in driving assignments & achieving desired targets across assigned geographies
* Expertise in exploring potential business avenues & managing marketing & sales for achieving the Business targets; initiated market development efforts and increased business growth.
* Insightful knowledge of evaluating business process, anticipating requirements, uncovering area of
* Improvement and developing & implementing solutions; skilled in reviewing business processes and Developing optimization strategies.
* A keen communicator with honed interpersonal, problem solving and analytical abilities

## CORE COMPETENCIES

* Organizing product promotion activities for achieving deeper market penetration & capitalizing market opportunities
* Interfacing with customers, analyzing their requirements and delivering high-valued services while ensuring on quality & service delivery norms
* Documenting reports by collecting, analyzing, and summarizing information and trends for the management’s perusal
* Conducting competitor analysis & competency mapping for keeping abreast of market trends
* Interpreting contractual obligations & rights while evaluating technical problems and reporting to the management

## ORGANIZATIONAL EXPERIENCE

**Since October’20 Working Vinod Denim Ltd. as “Senior Sales/Marketing Manager”**  **Vinod Denim ::**

**Key Result Areas:** - **DENIM DOMESTIC SALES & MARKET & NEPAL SALES**

* Plan direct and evaluate the activities of Sales departments in commercial, industrial, wholesale and retail and other establishments
* Organize regional and divisional sales operations
* Establish organizational policies and procedures in relation to sales
* Determine strategic planning related to new product lines
* Submitting group highlights for Sales, Daily visits, Revenue protection(Recovery) activities
* Lead sales team in building relationships with business clients and manage negotiations of sales contracts
* Handling All India Sales & Marketing
* **Product Costing**
* **Product Monitoring Dyeing To Gray To Finishing To Packing**



**Since September’19 To September’ 20 Nandan Denim Limited as “Senior Sales/Marketing Manager”**

**Key Result Areas:** - **DENIM DOMESTIC SALES & MARKET**

* Plan direct and evaluate the activities of sales departments in commercial, industrial, wholesale and retail and other establishments
* Organize regional and divisional sales operations
* Establish organizational policies and procedures in relation to sales
* Determine strategic planning related to new product lines
* Submitting group highlights for Sales, Daily visits, Revenue protection(Recovery) activities
* Lead sales team in building relationships with business clients and manage negotiations of sales contracts
* Handling All India Sales & Marketing

# April’16 – Aug’19 Arvind Limited as “Senior Sales & Marketing Manager”

## Key Result Areas: - DENIM DOMESTIC MARKET

* Analyze and monitor the current global markets and prepare a business plan to identify and develop.
* Looking after the Sales and marketing for major regions of India, which constitutes about 60% of total market.
* Visiting major markets of Ahmedabad, Mumbai, Delhi, Kolkata, Bellary & Indore and meeting all dealers and major cutters which helps in getting feedback of styles moving most in the market.
* Implement sales and delivery plans to meet customer requirements on time.
* Meet pre-determined revenue goals through the activities of direct reports.
* Working with Group Marketing to develop appropriate marketing materials for a Domestic audience.
* Adheres to all company policies, procedures and business ethics and ensures that they are communicated and implemented within the team.
* Involved in preparation of training manual for end users & part of the team responsible for imparting training on SAP – SD for them, across the Company at Arvind Mills.

**April’06 – April’16 Arvind Limited as “Sales/Marketing Manager”**

## Key Result Areas: - DENIM DOMESTIC MARKET

* Manage Arvind True Blue brand by creating a lasting impression in minds of customer at each touch point. Creating marketing calendar for the year and ensuring that the desired results are achieved.
* Device strategies to keep existing pool of customers engaged and bring them to the store. Timely communication of offers, points expiry, referral program, meet and greet program, etc. to drive footfall.
* Planning media basis the marketing calendar froze earlier in the year. Buy space in Print, OOH and Digital platforms with an overall customer journey in mind. Consider media strength basis the region and device the plan for maximum impact.
* Develop and presenting the report of results and giving planning towards the achievements.
* Regular interaction with agencies to keep them engaged and motivated. Timely follow-ups to get the best returns for every penny invested to ensure organizational goals are met.
* Manage given budget to its optimum making the most of it and not letting it surpass the decided number. Act as a bridge between vendor and commercial team in case of any issue.
* Also handle logistics, planning as well as payment recovery from clients. Reduced average customer outstanding and helped reducing warehousing cost by 18%.
* Interaction with merchandisers, identifying suppliers, sampling, inspection & approvals, bulk supply, costing & rate fixing Ensure quality, logistics, bill settlement.
* Presentation for expansion and diversification to the management once first phase is established and desired objective is fulfilled and goals are achieved.
* Positive approach for cordial relationship with business associates (Buyers and Vendors)

# May’97 – April’06 Arvind Limited as “Sales/Marketing Officer”

## Key Result Areas: - DENIM DOMESTIC MARKET

* Coordination and execution of dispatch activity for domestic traders and brands.
* Coordination with transporters and other logistical agencies for smooth transfer of material from mill to customer.
* Identifying cost through various programs & maintaining pricing competitiveness.
* Development of samples as per buyer’s requirement & getting it approved for fit.
* Supervise order tracking activities meets specification & ensuring timely delivery of same
* Maintenance and circulation of all MIS reports pertaining to dispatch logistics and post sales follow up.
* Lead from the front and responsible for entire operations of merchandising and marketing the organization including sourcing and supply chain management.
* Planning, budgeting, MIS, inventory control, implementation of plans.

# May’87 – May’97 Arvind Limited as “Packing/Dispatch Officer”

## Key Result Areas: - DENIM DIVISION

* Coordination and execution of dispatch activity for domestic traders and brands.
* Inventory Age Analysis (For none moving & slow moving items) by preparing action plan with the help of concerned users for disposal or reuse of the same.
* Generation of monthly of MIS report through Oracle which includes vendor wise business volume, vendor evaluation, monthly cost saving through import substitution, vendor substitution, material substitution, etc. for management review meeting.
* In this span of 11 years, I got 5 promotions and moved from Worker – Clerical – Officer category of job role.

## CORE COMPETENCIES

* Senior Level Assignment
* Negotiation Skill
* Customer Focus
* Business Development
* Client Relationship Management
* Revenue Generation
* Market Research
* Client Servicing
* Supply Chain Management
* Logistics & Operation

## PROFESSIONAL QUALIFICATIONS

**1993 B.Com** Gujarat University with **Pass Class**

**1986 12th** Gujarat High Secondary Education Board with **49.00%**

## IT SKILLS

* Sound knowledge with Windows 98/XP/2000/Vista and Internet Application
* Well equipped with Various ERP systems such as Oracle/SAP/NOW

## PERSONAL DETAILS

**Date of Birth :** 21st June 1968

**Gender :** Male

**Nationality :** Indian

**Languages Known :** English, Hindi & Gujarati

**Permanent Address :** C7/8, Paradise Flat, Shahibaug, Ahmedabad-380004, Gujarat

**Marital Status** : Married

## DECELARATION

I hereby declare that the information given above is true to the best of my knowledge. I will make it my earnest endeavors to discharge competently and carefully the duties you may be pleased to entrust with me.

# Date: / / Dilip Patel

**Place:**