**Dilip Shrimali Mob: (+91)9574626548,**  [**dev351989@gmail.com**](mailto:%20dev351989@gmail.com) **Male, Married, DOB: 3rd May 1989,**

**Languages: English, Hindi, Gujarati**

# CAREER OBJECTIVE

To seek a challenging position in an organization where I can effectively utilize my experiences and gain opportunities for knowledge enhancement and career growth.

# WORK EXPERIENCE

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| **Capital Foods Pvt Ltd *(Ahmedabad)*** | | ***KEY ACCOUNT EXECUTIVE (MT)***  ***(Sept-2016 to till date )*** |
| **Key Responsibilities Areas: (KRA’s)** | * Managing Existing Key A/c’s (Big Bazaar, Star Bazaar, D-mart, Hypercity, Reliance and Metro.) of Ahmedabad for Modern trade Business and major key account in local super market (Osia & national handloom). * Planning of each individual Stock keeping unit and ensuring scheme, visibility and promotion every month. * Looking after the availability and visibility of Capital Foods Product in the entire existing Store according to the market share of each category. * Responsible for All the market activity and ensuring execution and monitoring on day to day. * Managing SS of Ahmedabad for Primary, secondary and claim. * Managing all categories of Capital Foods for D-mart and super markets in Ahmedabad, Mehasana, Gandhinagar& Himmatnagar. * Driving Capital Foods sales in D-mart, Hypercity, Star Bazaar Big Bazaar, Reliance, Metro, Reliance fresh and regional super markets in Ahmedabad. * Handling brands Chings and Smith & Johns. * Responsible for store level growth, executions and activations. * To meet key retailers on regular basis, understand the gap and opportunity of business and the make a strategy to grow the business. | |

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|  | * Planning and executing Promotional activity like Sampling, Product awareness and product knowledge through sampling activities. |
| **Achievements** | * Started regional modern trade channel.(Osia) * Link articles which are blocked by D-mart with help of with local team. |

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| **GLAXOSMITHKLINE.**  ***(Ahmedabad)*** | | ***Key account-Supervisor***  ***(MAY-2012 to JuN-2014)*** | ***2 Years*** |
| **Key Responsibilities Areas: (KRA’s)** | * To generate all primary and secondary business with All National key account direct business and indirect business. * To develop relation with weekly and monthly review and plan of stock inventory. * To generate secondary sale in the Market and develop all key outlets. * To Co-ordinate with stockiest for planning of Primary and secondary sale. * To develop Modern Trade Business with creative sales promotions and develop trade * Develop and improve in brand and business. * Attending weekly & monthly meeting With SO and plan for business. * Responsible for improving and increasing market share in all key accounts their brand. * Develop share of shelf, other visibility it’s create good business and compete the other brands with planogram and Event promotion. * Arrange visibility, Promotion and free sampling program and coverage plan of outlets wise weekly basis. * On job training program of Promoter & Merchandiser for sales and business relation. | | |

**ACADEMIC BACKGROUND**

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| **Year** | **Qualification** | **Institution / Collage** | **Subjects** | **CGPA/%** |
| 2010 | BA | S V COLLEGE, Ahmedabad.  (Gujarat University) | Economics | Second class |
| 2012 | COMPUTER | BAOU | CCC | First |