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| |  |  |  |  | | --- | --- | --- | --- | | |  |  | | --- | --- | | **NARENDRASINH PARMAR AREA SALES MANAGER** |  | | 22,HABIB BHAI STREET,NEAR , CHEPIROG HOSPITAL,PIRANA ROAD,BEHRAMPURA. AHMEDABAD-380022.  MO : 09824493037     E Mail id : narendraparmar61@gmail.com | |

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| **Personal: Summary** | * 16 years of experience working in FMCG channel sales and customer marketing. * Gained expertise in data analysis, customer marketing, Channel sales, Team handling & distribution management. * Sales and marketing strategy. * Sales forecasting and analysis. * An organized and creative professional with proven marketing & sales skills and a desire to learn more. |

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| **Areas of : Expertise** | |  | | --- | | • Ahmedabad, North & South Gujarat, Shaurastra. [Gujarat]. | |

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| **Work: Experience** | |  | | --- | | **Area Sales Manager at Desai foods Pvt Ltd. [Mother's Recipe].** | | **May 2022- Current.** | | • I Handle it CFA with 26 Distributors & Super stockiest.  • I Handle Gujarat with 16 TSI [Com Payroll.]  • I have Monitored sales team performance and provided effective training to help reach targets.  • Planned and executed promotional in store events to increase business and sales revenues.  • Retained existing customers and substantially grew customer base, product line and sales volume.  • Forecasting product sales and achieved quarterly and annual sales objectives.  • Independently managed recruitment for sales team, managing matters including reviewing CVs, conducting interviews and hiring talent.  • Oversaw budgeting for new categories to increase spending under management.  • Aggressive planning and tracking of sales basics like ECO. Productivity, LPC and focus category ECO. |  |  | | --- | | **Sr.SALES OFFICER at DR-OETKER INDIA PVT LTD.** | | **Aug 2019 - May 2022.** | | • Handle Ahmedabad, North Gujarat & some part of Shaurastra.  • Handle Distributor and Super stockiest.[18 Distributor handle].  • Managing Loyalty programmed for Ahmedabad and ensuring point updates and target achievements of programmed parties.  • Aggressive planning and tracking of sales basics like ECO. Productivity, LPC and focus category ECO.  • Special drive on grocer channel, listing of grocers [earlier less focused but high potential channel] and planning activities to enter grocers and increasing off takes.  • 11 ISR & 2 Promoter report to me. |  |  | | --- | | **Sales Officer at BAJAJ CORP LTD.** | | **August 2017 - August 2019.** | | • Handle Ahmedabad, North Gujarat & Some part of Shaurashtra.  • Handle Distributor and Super stockiest.[22 Distributor with sub stockiest].  • Aggressive planning and tracking of sales basics like ECO. Productivity, LPPC and focus category ECO.  • Special drive on grocer channel, listing of grocers[earlier less focused but high potential channel] and planning activities to enter grocers and increasing off takes.  • 9 SR report to me. |  |  | | --- | | **Sales & Promotional Officer at Vikram Tea Processor PVT LTD.** | | **January 2015 - August 2017.** | | • I have seen all Sales & Marketing activity for all Gujarat.  • Handling the Sales Team & Merchandising branding team.  • Handling the Local Dealers & Distributor.  • Search Vendor for all marketing activity..,[Shop board, POP, act].  •  Promoted special offers and loyalty programme with up selling skills. |  |  | | --- | | **CITY MANAGER at ITC LTD [Third Party]** | | **May 2013 - January 2015.** | | • Distribute the daily targets to complete outlet for team.  • SR Appointment, Training, Retention & Motivate them to achieve their monthly targets.  • Handling the Sales Team & Merchandising branding team.  • Handling the Local Dealers &Distributor.  • Distribute the daily targets to complete outlet for team.  • Daily Report sends to Area officer. |  |  | | --- | | **Asst. Store Manager at WELSPUN RETAIL LTD.** | | **June 2007 - May 2013.** | | • Responsible for sales & VM for outlet.  • Responsible for the customer services.  • Check the delivered item and put all items safely in store.  • Arrange the promotion to smooth down their day-to-day.  • Reporting to area manager daily. |  |  | | --- | | **Sales Executive at PANJON LTD.** | | **June 2006 - May 2007** | | • Responsible for Sales for Ahmadabad, Nadiad and Vadodara. • Handling the Sales Team. • Handling the Local distributor. • Distributor the daily targets to sales team. • Daily report to Area sales manager. | |

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| **Professional: Skills** | • Proficient user of MS-Office, Tools including Excel, Access, Power Point, Word and Internet. • Effective Retail Sales Manager. • Sales and marketing strategy. • Sales forecasting and analysis. |

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| **Education:** | |  |  | | --- | --- | | Monad University, Gujarat | 2012 – 2014 | | Bachelor of Commerce. | | |  | |  |  |  | | --- | --- | | N.P.Thakkar High School, Ahmedabad, GJ | 2002 – 2003 | | H.S.C-12th G.S.E.B Pass | | |  | |  |  |  | | --- | --- | | Unnati Vidhyalay, Ahmedabad, GJ | 2000 – 2001 | | S.S.C -10th Pass G.S.E.B | | |  | | |

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| **DATE OF BIRTH :** 07-MAY-1985. | |
| **hOBBIES:** | • Listen music, Traveling, Play cricket, Watch movie. |

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| **Languages:** | Gujarati- Proficient.  Hindi---- Proficient.  English- Upper intermediate. |

**Regards,**

**Narendrasnh.B.Parmar.**

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