

Rajesh Dash

Category Manager



18 Years 5
Months



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.com



Profile Summary

As a skilled Category Manager with expertise in P&L management, new product listings, negotiations, and revenue growth, I am dedicated to improving private assortment and benchmarking to enhance business performance. With a focus on finalizing TOT, I shoulder overall brand accountability and effectively lead multi-functional teams across Marketplace, Advertising, social media, Customer Engagement, Care, Logistics, and Supply Chain. My proficiency extends to orchestrating online activities to ensure the integrity of traffic acquisition, sales, conversions, and reporting. I excel in pioneering strategic e-commerce blueprints, collaborating with marketing teams, and guiding digital marketers to enhance quality and traffic. My strength lies in leveraging data analysis to drive top-notch performance and KPI triumph in digital marketing channels.



Key skills

- SAP HANA
- Sourcing
- Vendor Development
- Negotiation
- Purchase Management
- Procurement Planning
- Retail Merchandising
- Brand Management
- Category Management
- Global Sourcing
- Strategic Sourcing
- Team Management
- P&L Management
- Business Expansion
- Supply Chain Management
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Technical Skills



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- SAP, e-retail,
- SMART, SQL



Personal Information

City **Gurgaon (Haryana)**

Country **INDIA**

Education



B.A, 2006

Utkal University

Work Experience



Jun 2022 - Present

Category Manager

Reliance Retail

- Negotiation and vendor management
- New product listing
- Budget and Financial Management (P&L)
- Research and analyze data and market insights
- Search for insights into consumer needs and wants
- Plan and implement long-term development strategies for product categories
- Design exit strategies for unsuccessful products
- Build and maintain long-term relationships with vendors
- Business Development
- Ensure product availability
- Strategize the positioning of a product category in order to maximize its visibility



Languages

- English
- Hindi
- Odiya
- Bengali
- Punjabi



Social links

<https://www.linkedin.com/in/rajesh-555889102/>

- Collaborate with the marketing team
- Research competitors and suggest appropriate pricing and promotional activities
- Work with customers and merchandisers and find new ways of expanding product categories
- Team Management
- Calculate forecasts for product demand trends

Mar 2016 - Jun 2022

Category Manager

Bigbasket (A Tata group)

- Buying of all perishable products including meat, bakery, and FMCG
- Managed a business of Monthly 85 crores and handled more than 700 suppliers
- Responsible for delivery of sales and gross profit budgets for the category
- Understand the target customer group and build an efficient assortment for the category basis store size, demography & customer profile
- Plan promotions for the target group for driving basket size
- Close annual joint business plan with vendor partners on business, promotions, and category built up initiatives
- Maintain price competitiveness for key items through periodic benchmarking
- Ensure procurement efficiency and best buying cost through market audit and negotiation
- Negotiate display and rebate agreements with potential partners
- Review stock planning input monthly and update the changes basis trends
- Analyze low GP products and come up with action plans for increasing earnings
- Track ageing stocks daily and plan stock movement and clearance
- Follow up regularly on out-of-stock items and establish alternative supply options
- Plan mega event catalog promotions quarterly for driving customer walk-ins
- Jointly plan category development projects with vendor partners
- Identify alternate vendors for the assigned purchase groups
- Identify alternate products/ articles in the assigned category which give more GP & Sales
- Map Suppliers from different geographies with effective and efficient sourcing
- Negotiate with suppliers on product pricing, trade support with facts, and close the deal at the best price
- Achieve price leadership by effective negotiation with vendors/principals and innovative supply chain management
- Researched, prepared for, and led supplier negotiation process for the managed category.
- Reduced business risk by improving contract coverage for suppliers in the spends category.
- Liaised with leaders to address supplier performance issues and develop solutions.
- Incorporated suggested changes to layouts and promotions to drive sales.
- Visited supplier offices and plants to investigate

- facilities and capacity to meet quality requirements, specifications, and delivery dates.
- Monitored the market to capitalize on the latest trends.
- Developed and executed spending categories to support business objectives.
- Fostered a positive work atmosphere by acting and communicating collaboratively with customers.

Jun 2012 - Mar 2016

Category Manager

Walmart

- Monthly Business Managed: 45 Crore
- Deal with more than 300 suppliers.
- Mitigated business risk and improved customer lead time through thoughtful supplier network design.
- Studied technical aspects of managed categories to identify key quality attributes and cost containment levels.
- Researched, prepared for and led supplier negotiation process for the managed category.
- Reduced business risk by improving contract coverage for suppliers in the spends category.
- Liaised with leaders to address supplier performance issues and develop solutions.
- Visited supplier offices and plants to investigate facilities and capacity to meet quality requirements, specifications, and delivery dates.
- Monitored the market to capitalize on the latest trends.
- Developed and executed spending categories to support business objectives.

Mar 2008 - Jun 2012

Assistant Category Manager

Future Group

- Managed a business of 15 crores monthly and handled over 250 suppliers.
- Maintain price competitiveness for key items through periodic benchmarking
- Ensure procurement efficiency and best buying cost through market audit and negotiation
- Negotiate display and rebate agreements with potential partners
- Analyze low GP products and come up with action plans for increasing earnings
- Track ageing stocks daily and plan stock movement and clearance
- Plan mega event catalogue promotions quarterly for driving customer walk ins
- Jointly plan category development projects with vendor partners
- Review agreement performance quarterly with vendor partners
- Sourcing & Price leadership
- Identify alternate vendors for the assigned purchase groups
- Identify alternate products/ articles in the assigned category which gives more GP & Sales

May 2006 - Mar 2008

Medical Representative

Alkem pharma