Ragavanath J 

After Market -Spares Sales – Retail.

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| |  |  | | --- | --- | |  | Madurai, Tamilnadu, 625108 |  |  |  | | --- | --- | |  | 875 450 4015 |  |  |  | | --- | --- | |  | [mareees2001@yahoo.com](mailto:mareees2001@yahoo.com) | |  |

**Work with result-oriented environment where I can utilize my knowledge and experience to achieve the company's objective and acquire knowledge as a continuous learning process throughout my career in the organization's Profile & Strength**

* Having 24 years' experience in Automobile Parts (Retail Market & Export)/ Service Industry.
* Have established a good experience in Customer centric business in the field of automobile manufacturing company.
* Handling team/retailers/distributors in different level & areas.
* Continuing the service of Parts retail sales/distribution/export sales.
* Having Experience in leading automobile trucks & Bus Manufacturing Company /leading parts distributing companies in Indian and Gulf markets.
* Strong communication skills to co-ordinate with local & International Customers.
* Ability to travel around the region to develop the business without any diffident.
* Meticulous experience in handling major client's quotation and government related orders.
* Good in converting the enquiry into profitable order by continuously pursuing the client.

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|  | **Skills** |

After Market Sales Follow-up

Business Communications

Staff Management

Business administration

Verbal and written communication

Team building

Relationship development

SAP, Microsoft Office, BI

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|  | **Work History** |

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| From May’12 | **Area Parts Manager**, (Retail & STU) Bangalore  **M/S VE Commercial vehicles Ltd, Eicher Trucks & Buses Ltd,**  Leading automobile manufacturing like LCV's, MCV's, HD Trucks & Buses.  **Nature of work.**   * Effectively handling Eicher distributors of Karnataka in all business areas of Parts & Lubes like target achievement both Primary & secondary * Responsible for Primary orders to send by distributor to VEPDC in stimulated time defined in Policy. * Implement all sales promotion activities in retail market time to time depends the market need like Part Line schemes, volume base Schemes. * Plan all Marketing activities like Van Campaign, Mechanics meet, customer meet, Spare parts Mela & retailers meet in different locations to create brand awareness & customer engagement. * Identify Blind spots in local market & appoint new retailers. * Study the important locations business scenario & appoint exclusive EGP in that location. * Frequently visit to all retailers and discuss about business improvement and collect the competitor's business strategies. * Conduct weekly review meeting with Distributors key persons & sales executives to understand the market and take necessary steps accordingly. * Make special concentration in Lube sales and do the marketing activities to increase the sales. * Response to send MIS in correct time to HQ. * Make visit to all Local mechanics workshops & discuss about the parts availability, schemes & technical issues related to parts. * Response for implement the Eicher E-Connect Program with Local Mechanics & drive the program with more successive of more active mechanics. * Make sure that distributor run the business with profit and response that distributor will get all incentives in correct time. * Response to solve all Parts related issues like VOR Parts dispatch, Part number identification, impact & online catalogue problems. * Response for create the awareness about new incentives like Eicher Bandhan Reward, EROSS, Most Valued Partner & EGL Achievers Club. * Response for Supply the Parts to IS Customers like KSRTC, NWKSRTC, NEKSRTC |

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| June’06 to March’12 | **Senior Parts Advisor – Retail & Export**  M/S Al Tayer Motors LLC, Dubai, UAE  Authorized Franchisee for Ford, Land Rover, Rover, Jaguar range of cars in UAE.  **Nature of Work**   * Frequent visit to all local spare parts shops, Traders and Export Agencies to improve of sales for every month. * Discuss with Major retailers & traders and keep the stock of very fast-moving parts in their counters * Attending all walk-in & major export customers- based at Iraq, Afghan, Russia, Nigeria and India etc. * Prepare Quotation for all major export requirements through e-mail & on-line. * Follow-up with Clients & Trading Agencies to convert submitted quotes into confirmed orders * Monitoring branch inventory level and create the stock order with central ware house in weekly basis. * Analysing price of product from local shops and inform inventory to check possibilities of reduction in price to improve turnover of company. * Co-ordinate with Client & Agencies for smooth deliver process * Identifying part numbers by using Electronic based catalogues & Online catalogues for all range of products. * Maintain loss of sales records and discuss with inventory department provide solution to avoid future loss of sales. * Achieve target, mainly focusing on Gross Profit value of every month. * Prepare Marketing Analysis reports, Daily reports, Export enquiries and other reports to Managers. * Attention in Processing all Dubai government work shop requirements. |

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| Jan 2001 to May 2006 | **Asst Manager**  My TVS All Car Service, Cochin, Kerala  **Nature of Work**   * Appointed & effectively handled more than 35 Parts/ service Franchisees across   Tamilnadu & Kerala.   * Frequently visiting all the Franchises in Tamilnadu & Kerala for study the actual requirement of Spare Parts for their stock. * Monitored the sales target every very month and concentrated to achieve GP. * Analysis the loss of sales every month and discuss with SRM to reduce the loss of sales in forthcoming months. * Prepare the Financial budgets and MIS reports and submit to management every month. * Maintain the stock level in warehouse and make ROL in frequent intervals. * Conduct frequent meetings with Vendors and discuss about supply issues. * Effectively handled 4 Franchisee officers & 2 Marketing Engineers. * Sending warranty claims to respective vendors along with product failure reports. * Response for collecting TOD from vendors * Take necessary steps to increase the Allied business like Battery, Tires & accessories. |

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| **May 1995 to Jan 2001** | **Service & Parts Engineer**  M/S Bajaj Tempo Ltd, Pune.  Manufacturers of Tempo range vehicles like Traveller, Trax, Pickup vans & three  Wheeler vehicles.  **Nature of work.**   * Attending service & Parts complaints of Authorized dealers in allocated territory. * Providing service training to technicians in various small scale service centres. * Frequently visiting to all Local workshops for study the Filed complaints. * Visiting to Local Spare Parts shops for develop the Parts sales of dealers as well as increase the availability of Spare Parts around the region. * Preparing field complaint reports & send to HQ. * Preparing and submitting frequent failure reports to R&D * Forwarding Failure reports of other vendor items such as batteries, tyres to sub-vendors. * Appointing authorized 2S dealers in different areas. * Conduct frequent meetings with local mechanics & spare parts retailers to increase sales level. * Monitor dealers spare parts inventory level and advise them to place orders in regular interval. * Frequently visit to vendors factories and discuss about latest product failures. |

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|  | **Education** |

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| 1993-05 - 1995-04 | Post Diploma: Automobile Engineering  Tamilnadu Polytechnic College – Madurai, Tamilnadu |

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| 1990-06 - 1993-04 | Diploma: Mechanical Engineering  VSVN Polytechnic – Virudhunagar, Tamilnadu |

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|  | **Languages** |

English, Tamil - Read & write

Hindi, Malayalam, Telugu (Medium level speaking)

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|  | **Interests** |

Extensive Travel, watching movies, Interacting with new people

Network building