



## PARTHA BANERJEE

B.com, MBA (Mkt & Retail), PGDSMM & 23+years in Beverages, Telecom, FMCD, Paper & Footwear Industries in Sales-Marketing & Distribution Management (**ROI**), Retail Management (**EBITDA**), Category Management (**P n L**), Revenue Management, Team Management (**KPI & KRA**), Branding, Merchandising, Business Strategic-**GTM**, Planning and Analysis, Pricing Management, Marketing Management (**ATL & BTL**), **B2B, B2C**.

**Mobile: WhatsApp: +91-8670400617: Email: mrpartha2015@gmail.com**

Companies Worked: -**COCACOLA**, **TATA-TELE-SERVICES**, **MICRO**, **KIRTI SOLAR**, **Indian Pulp and Paper**, **CONDOR-FOOTWEAR**, **AJANTA-FOOTWEAR**, **NOBLE-GROUP-SA-Angola Africa as a Country HEAD-RETAIL- (Footwear-Division)**.

Seeking Middle level assignments in Sales and Marketing Management, Team Management, Retail-Management & KEY-Accounts, Category-Management, Pricing Management, Business Development & Revenue Management with an Organization in the Sales & Distribution & Retail Management: -KIOSK & EBO PROJECT, Layout Management, Stock Management, Modern Trade Business channel like Key Accounts, Retail-Chain stores, Shopping mall activation, etc.

## CAREER CONSPECTUS

Sales & Marketing- professional with exemplary and consistent track record of success of around-23-years' experience in F.M.C.G, Telecom, F.M.C.D, Paper & Footwear Industries. Possess excellent interpersonal skills that have been put to good use while interacting with clients towards ascertaining requirements and delivering need-based solutions. A strategic planner with proven abilities in managing business operations and expertise in determining company's mission & strategic direction. Experience in managing & executing various promotional activities/events and escalating business, profitability and market coverage. Adept in managing operations including stock inventory, taking care of the visuals in the Retail and negotiating with vendors for better schemes & offers. Detail oriented with excellent relationship management, analytical & communication skills.

### Areas of excellence include: -

- |                                 |                         |                           |
|---------------------------------|-------------------------|---------------------------|
| ✓ Operations Management         | Expansion Management    | Merchandising-Management  |
| ✓ Strategic Business Planning   | Retail Management       | G.A.P- Market-Analysis    |
| ✓ Sales & Marketing (ATL & BTL) | Category Management     | Team- Handling Management |
| ✓ Forecasting Management        | Distribution Management | Revenue Management        |

## BUSINESS SKILLS

### Strategic Planning

- Formulating business plan for retailing activities & development in the region in consultation with top management for organizational development.
- Managing overall responsibility of Distributor Identification, Product Identification, Development & Designing, Ordering, Pricing and Sales Target.
- Monitoring completed New Product Introduction including designing, conceptualization, managing product life cycle, pricing and profitability.
- Preparing Annual Product Category Budgets and monitoring activities & expenditures.

### Business Development

- Monitoring sales of products; enhancing the market share and improving the business operations.
- Increasing the footfall and the conversion by organizing activities with the marketing team, taking care of the visual merchandising/Market Survey, market analysis.
- Analyzing impact and counter strategies viz. Competition in terms of Brand Perception, Pricing, New Product Launches and Promotional Activities.

### Customer Relationship Management

- Identifying & networking with prospective clients generate business from the new and existing accounts and achieving increased sales growth through catalyzing profitability.
- Mapping client's requirements & provide them expert advisory services to selection of right products.

### Team Management

- Leading, mentoring, training & monitoring the performance of team members to ensure efficiency in process operations and meeting of individual & group targets.
- Creating and sustaining a dynamic environment that fosters development opportunities and motivates high performance amongst team members.

## CAREER CONTOUR

### NOBLE GROUP SA (COUNTRY-HEAD-Footwear Division)

#### LUANDA ANGOLA- (CENTRAL AFRICA) from-June22

#### JOB Responsibility: -

- **Sales & Distribution management:** -Making new Distributor and Dealer as per the market gap to expand the product available as per the market need.
- **Retail Management:** -Handling Retail Store **ANGOMART**, **NOSSACASA**, **Noble Traditional, DUKAN**, channel to make product available as per the customer footfall and segmentation need to maximize the sales through Visual Merchandising as per Planogram, Product availability, focusing articles (**Ageing-Article**) hygienic of that Zone, Product Freshness, New article categories lunching, Promotion activity.
- **REVENUE MANAGEMENT:** -As per the Company Annual Business Plan and Brand wise contribution need to make Annual budget plan Vs Business Plan Vs Monthly sales Plan to achieve with Team with unsinging varies parameter and Channels.

- **Team Management:** - Team development through SOPs, Training process, visual merchandising process, Product feature and target oriented skill development. Working closely with Team for footwear placement, Retail project in various area of Angola, **new article lunching** activity & product feedback from market and Customer time2time, KPI & KRA process for Team-performance.
- **Category Management:** Forecasting analysis, Footwear Planning and Procurement as per the market need, Category wise **Pricing** as per the article for Win-Win Situation, Forecasting Sales and Planning, focusing on **New Product Development** as per customer & Market need (segment-wise product to develop) which help to increased market shares and increased profitability to achieve company goal. Pricing strategy for Profit objective, Competitor objective, Customer objective. **Implementing GTM** strategy to Identified the particular Brand/Article as per market need to make the Brand for long term market benefit for the company.
- **Marketing Management:** - **Marketing plan** activity as per the marketing calendar, Marketing agencies tip-up for Marketing activity and **Product-Placement including new product Lunching & Promotions activity (ATL & BTL)**, updated higher management time to time with all activities Plans with Market-Survey feedback-report including **POS** -prices lookup, sales tracking, customer history database with all figures.
- **Key Account Management:** - Tie-Up with **SEASIDE, PEP- STORES(South-Africa), FRESHMART, VIVA-SAPATU, MOREX, SHOPRITES, KIBABO, KERO, AFRICA-DISCOUNTIA, STARA.**
- **Project Expansion Management:** - KIOSK and EBO- Project Layout & **EBITDA**-Big Retail Chain Key Accounts tie-up. Focusing on Ageing Articles to Liquefied the stock to given freshness in the Stock and Pricing management.
- **Market survey-** with Team using various Parameters to know the Dealer Financial health, competitor activities, and Promotional Activity as per the market demand.
- Article-Category wise analysis in Standalone Stores /Dealers/Key account Stores to focused in high selling product for quick rotation to increased GP & Market Shares.
- Close monitor with team to Selling high end article & slow-moving article to increase company market Share & Revenue and reduced Ageing stock.
- Leasing with **Product Development** Team and updated them new product design as per market demand & liaising with Suppliers for order process.

**Achievement:** -A) Highest sales and Revenue - Q4(2022-23), (B)Kiosk and Retail showroom of exclusive footwear lunch in ANGOLA-SA (2023-24) (C)Big Tie-Up with **SEASIDE, PEP- STORES(South-Africa), FRESHMART, VIVA-SAPATU, ANGOMART, NOSSACASA, NOBLE-GROUP STORES, STARA (Portugal's), SHOPRITES, KIBABO, KERO.**

**Project in Angola-KIOSK -6sqmt and EBO-20sqmt only Footwear-Segment.**

**Ajanta-Shoes (I) PVT LTD (As a Vertical Manager-Sales-Footwear Division**

**Area: West-Bengal, Bihar, Jharkhand, Orissa, North EAST, Pan INDIA (SEP20 to June22)**

**JOB Responsibility: -**

- Retail, Dealer & Super stockiest handling with focusing in Footwear article wise, season wise & geographical wise placement.
- Retail Management (Company Outlet & Franchises Outlet), Category Management.
- Forecasting Footwear Planning, with focusing Running articles.
- Developing the Team members through given Training.
- Market survey with Team using various Parameters to know the Dealer Financial health, competitor shares & Activity.
- Work closely with Team for footwear placement, showing sampling, new article lunching activity & product feedback.

- Article-Category wise analysis area wise/Dealer wise to increase the particular article sales in that area.
- Close monitor with team to Selling focus article & slow-moving article to increase company market share & Revenue.
- WOD & DOD planning to cover maximum market as per population.
- Market GAP-Analysis and appointing new Dealer to increased Market Shares & Revenue for the Company.
- Leasing with Product Development Team and updated them new design as per market demand & doing the monthly bucket closing activity with factory as per projection sales Forecasting-Planning month to month basis.
- Proper market planning activity of Product/Price/Placement & Promotions, with higher management time to time with Market-Survey feedback-report.
- Closely monitor the footwear sales as region-wise to achieve company monthly Target, increasing revenue and overcome the break-even point.

**Achievement:** Increased Sport-Shoe IMPAKTO Brand Sales through proper placement & Marketing activity.

## **CONDOR FOOTWEAR INDIA LTD -As an AGM-Sales East) Jan18-Sep20**

**Area: West-Bengal, Bihar, Jharkhand, Orissa, Sikkim & North EAST (INDIA)**

**(Bangladesh-Operation)**

### **Accountabilities:**

- Distribution Management as per company Articles wise analysis, Distributor wise daily sales-planning, Stock-Management, Forecasting-sales, Collection planning and team monitoring and balancing between Sales Vs Collection, Volume vs. Value in East Zone.
- Appointing Distributor as per population in respective area and planning for WOD, DOD, as per market G.A.P-Article wise planning, New Article Launching, Budgeting & man power costing analysis.
- Achieve Sales & Collection target month wise and monitoring credit-control to Distributor.
- Expanding Business through Activation of new-distributor on Non-Distribution Area & New Retailer Activation.
- Controlling team of ASM & BDO in East Zone and analyzing there KRA.
- Handling Distributor Wise Sales & Collection target, Claim-Issue, Stock-Management Planning State-wise, Ageing stock analysis & follow-up with HO.
- Generating secondary and primary sales through TEAM and Retailer wise ATL & BTL Advertisement and Promotional activities.

### **Highlights:**

- Successfully maintained a business of around RS: - 1.5 Cores per Month.
- Achieve highest appointing distributor in East Zone in month of FEB18.

**Indian Pulp & Paper Private Ltd. Kolkata (since: -01Jan15 to Dec2017) Position: As a Manager -Sales-Eastern Part of India**

**The company has a Kraft paper manufacturing unit at NAIHATI, West Bengal. The company proposes to manufacture a wide range of Kraft paper as per the specifications of customers. Company Making 16B/F to 35 B/F Kraft Paper from 120 GSM to 200GSM.Production Capacity 200 MT per day.**

### **JOB DESCRIPTION:**

- Doing corporate sales and Dealer wise selling and appointing New Dealer to increased market shares.
- Developing Business Networks through Dealer Networking in Eastern Part & focusing in DOD & WOD to penetrating new market.
- Keeping track of Order and flow upping Payments in the Market.
- Supervising a team of executives to keep a hold on the marketing activities.
- Objection Handling and taken care of competitive activates.
- Add-on new corrugators for direct selling of Kraft paper through mill.
- Dealing with corporate clients and negotiation with corporate client regarding discount, payment days and taking decal wise order to minimize off sized roll.
- Plan dealer wise and corrugator wise sales target in month wise Sales Plan with Sales Executive.
- Achieve month wise sales target with Team of Sales Executives.
- Correlated with Logistic department / Quality control department/Production Department and Accounts department to give better services to corporate Clients and Dealer

**Highlights: Achievement:**

**Add-on highest corrugators for direct sales from Mill/Factory.**

***KIRTI SOLAR LTD. Kolkata as DGM-Sales (East Zone) Sep12-Dec14(2.3years) (West-Bengal, Assam, Orissa, Jharkhand and Bihar). INDIA***

**A PEKON- Group Company involved in manufacturing, real state, Solar Energy, Infrastructure and retail. Specialized in integration, supply, installation, commissioning & maintenance of off-grid and grid connected Solar Power Plants. KIRTI- Solar has one of the largest sales networks across India.**

**Job-Responsibility:**

- Lead a five-state business region with market analysis, strategy development, initiative deployment, distributor and dealer appointment, Team building and goal setting.
- Developed focus business plan aimed at domestic customers for Home Light Systems Solar power plant for rural Banks, hot water for hospital/nursing home and hotel, pumps for irrigation purposes & street Light.
- Micro-financing tie-up and MOU sign with 6 RRB and 2 nationalized banks in Assam, West Bengal, Odisha.
- Product demonstration in rural villages, district offices, Bank HO, and regional offices.
- Negotiated targets through head bank office for branches for micro financing of solar home light systems & Various Solar Products (Irrigation PUMP).
- Responsible for project (Roof Top) development from 1KW to 100 KW for banks, schools, hospital, hotels, petrol pump & Cold Storage.
- Designing advertising materials like glow signs, canopies, flex brochures, hoarding, leaflet, News Paper Advertisement etc.
- Developed customization of product development for different LAMP, home lighting systems from 40Wp to 200Wp for domestic purposes as per MNRE and NABARD specifications & Liaoning with government department Banks, MNRE & NA BARD.
- Provided extensive sales training to the team members and motivated them to fulfill their individual targets and achieved company Goal and increased company market Share.

**Highlights: Achievement: Achieve highest sales in all India Bases and achieve Memento from Director in 2012 to 2013 financial year.**

- **MICRO WATER SOLUATION PVT Limited (Dec08 to Sep12) as a Senior: ASM (West Bengal, Bihar, Sikkim & North East, Jharkhand & Orissa). INDIA**

### **Accountabilities:**

- Developing the Distribution Channel for the particular regions and a division through appointing of Super Stockiest-----Distributor-----Dealers.
- Develop the DST (Direct Sales Team) channel under Sub-Stock point for direct sales to consumer.
- Responsible for the recruitment of subordinate staff/Sales Officer & taking daily report and updated them the schemes convey from Head Office to the Sales Officer.
- Appointing Sales Demonstrator in the field for given Demo in market and direct customer.
- Responsible for sales, product promotion, route planning division of geographical area and reports of subordinate staff, stock information at various levels & ensuring the smooth payment schedule from the enter distribution channel from retailing end to company end.
- Trained the Sales forces and making Sales projection of the area and financial projection, projected turnover of party in our project, Return on Investment & the investment plan of the Super stockiest and distributor in the particular Division.
- Visit the Super stockiest point to Distributor point to Retail Channel, meet high volume shopkeeper knowing the distribution channel activates and schemes are properly catered in retail outlet or not.

### **Highlights: Achievement:**

**Achieve highest Sales of RO & Purification in the Bengal Region, and achieved Best ASM Award in all India basis.**



**Tata Teleservices Limited :( June-07 to Dec-08)**

**As a Channel Sales Manager Retail (Kolkata, South Bengal, Coastal Bengal) INDIA**

### **Accountabilities:**

- Leading distributor team and 30 TVS Store (Company Outlet & Franchises Outlet) for managing business development in Coastal & Central Bengal.
- Expanding retail segment of Tata True Value Shoppe in terms of rollout expansion, product availability and achieving sales volume.
- Coordinating with 30 Channel Partners and 2 Company Operated Showrooms as a part of brand development initiative.

**Achievement** – Making highest rollout (SANSAR-store & TVS Franchises) in competitor areas to increase company Market share and achieved highest prepaid & post-paid sale & get Bengal Tiger Award from company.



February -2000 to June- 2007(7.6Yrs) As a SENIOR: Sales Officer (South Bengal-Market) MIDNAPUR, BIRBHUM, BURDWAN (INDIA)

### **Accountabilities:**

- Handling Distribution Network and appointing Distributor and Dealers in New Areas.
- Achieving Targeted sales (month wise).
- Expanding Business through activation of more Dealers (Institution, Clubs, Hotels, and Organizations etc.)
- Controlling major Key Accounts, 5 Star Hotels, Big Bazaar, Management and BE College & High-Volume Outlets.
- Controlling Company Accounts and Consignment agent wise.
- Executing the QPS and UTS schemes of *Coca Cola* India. and achieving company goal.
- Leading 12 Distributors for managing sales generation and promotion in the districts of Midnapur, BIRBHUM & BURDWAN.
- Developing distribution network and generating secondary / primary sales for product range namely Coca-Cola, Thumbs Up, *LIMCA*, Sprite, Mazza etc.

**PROJECT: 1) GOLDEN-EYE for PROCTER & GAMBLE. 2 Eagles -Eye (2 years project in COCA-COLA).**

### **3) Mobile Tower Solar-Project.**

### **Highlights:**

- Achieve BANGKOK & PATTAYA trip in 2004 giving Highest Sale Growth BIRBHUM district in Country.
- Received training form *Coca-Cola* India about Creativity, Motivation & Merchandising

### **SCHOLASTICS**

- Passed 2 -½ year Post Graduate Diploma in Sales & Marketing Management from National Institute of Sales, GNIS (NIS is a division of NIS Sparta Ltd., is an NIIT Associated Company).
- Passed B. Com from BIDHAN Chandra College, Asansol under BURDWAN University in 1996.
- Short-term Course in Computers- **Windows-10, Advance Excel, Micro-Office-Lookup.**
- SAP/ERP IN SALES & DISTRIBUTION Module FROM INFOUNIV KOLKATA.
- MBA on Retail Management from Karnataka State Open University with 66%marks.
- Having Valid International Passport & Driving Licenses.

### **PERSONAL DOSSIER**

- Date of Birth: 13th October 1975.
- Vaccination: Covid-Double Dose including Booster Dose Vaccinated.
- Permanent-Address: Tower-No: -21, 4A5, HILAND-Green, BATA NAGAR, MAHESTALA, Kolkata: - 700140 WB(INDIA)

***PARTHA BANERJEE***