**photoRAM NARAYAN PATEL**

**Mobile**: 07834818138, 09098408512

**E-Mail**:-ramnarayanpatel590@gmail.com

**ASSIGNMENTS**

***Sales & Marketing ~ Channel Management ~ Retail Management~ Business Development***

***~ Corporate Sales etc.***

**Professional Profile**

* Result-driven professional with **11** YearsExperience **in Consumer Durable Industries**, Channel Sales & Marketing, Business Development, Corporate Sales/ Sales & Operation/ Retail Management, Key Account Management.
* **Currently Working in Kapson Sales Corporation As a Area Sales Manager Based at Delhi Location.**
* Adept at adopting emerging trends, addressing industry requirements to achieve organizational objectives & profitability norms.
* Hands on experience in marketing a wide range of Products and achieving business targets.
* Proficient in managing sales operations, building relationships with clients & achieving desired goals.
* Demonstrated abilities in developing Modern Retail, Dealer network infrastructures and effective Retail / Channel Management.
* Possess excellent communication, relationship management & team building skills with dexterity in mentoring and managing sales teams.

**Areas of Expertise**

**Business Development Channel Management Competitor Evaluation**

**Marketing Plans Market Research Key Account Management**

**Product Promotions Retail Management**

**Employment Scan**

**Kapson Sales Corporation May 19 To Till Date…..**

**Area Sales Manager Base Location -Delhi**

**Area Handling- Delhi/MP/Rajasthan & Gujara**t

**Significant Highlight**

* Handling Channel Sales/Dealer & Distributor Network In Assign Territory.
* Manageing all Marketing Activity & Promotional Activity/ Branding in Assign Territory.
* Develops and Executes Effective retail Marketing Plans as per Local market & Achieve business target.
* Handle Key Account Management and Monthly Settlement of party accounts.
* Prepare weekly/monthly/quarterly/yearly sales target and achieve.
* Manage Customer Service Related to Products & give priority for service.

**Company Profile:**  Kapson Sales Corporation is a Delhi Based Company Also known Panakj Electronics Which is Manufacturing Company and manufacturing unit Tronica City Ghaziabad. Kapson Sales Corporation 40 year old company. His Product Line Consumer Electronics Portable Wireless Speaker & Public Addressing systems like Amplifier, Speaker, Unit DJ Items Etc. and his main Business Target Market Export & Indian Market.

**Five Core Electronics Ltd. Jan 2016 to Mar. 2019**

**Business Development Manager Base Location- Delhi**

**Area Handling Delhi/MP/Rajasthan & Gujarat**

**Significant Highlight**

* Handling Channel Sales through Dealer/ Distributor Network in Assign Territory.
* Manage Key Account Management & Settle time to time his Account.
* Define the beat plan for every sales representative.
* Prepare monthly/quarterly & yearly sales target and achieve.
* Stock Management or inventory plan on Monthly basic /yearly plan.

**Company Profile:**

Five Core Electronics Ltd is a Indian Manufacturing & Exporting company under product PA Systems (Public Addressing Systems), Home Theater, Computer Speaker and Car Audio Products’. Company working Indian market and Export product more than 55 countries including US,UK, Singapur,Dubai,African Cuntries, Shri lanka, Bangladesh,Verma, Nepal etc. five core are not only one of the largest manufacturer of PA equipment but also the one of the biggest exporter in the same industry worldwide.

**Videocon Industries Ltd.(Digiworld) May 2011 to Dec.2015**

**Business Operation Manager (ASM) Base Location- Delhi**

**Area Handling Delhi/Rajasthan, MP**

***Significant Highlights***

* Handling Franchise Business & Company own Out Lets DIGIWORLD Sales in Assigned Territory.
* Experience in Channel Sales or Distributer Network in Assigned Territory.
* Generate Volume business through the B2B Sales in assign Territory.
* Prepare (Weekly / Monthly / Quarterly / Yearly) Sales Targets for each Digiworld & promotional Budgets.
* Develops and executes effective retail marketing plans as per local market.
* Plan & Execute marketing activities to generate footfalls and track the ROI for activities at the Digiworld. As per corporate guidelines. Maintain Merchandise display & up keep of the Digiworld.
* Organizing Digiworld staff (ISD) training on regular basis to educate / improve demonstrator’s skills etc.( COCO and FOFO , format both)
* Coordinate new Digiworld opening, pricing, brand wise market size & market share.
* Identifying new franchisee / potential investor, convincing them with ROI model in DIGI World and submitting their proposal to Branch / Corporate Office.

**Company Profile:**

**Videocon Industries Ltd.** is one largest consumer durable company under Many Brand And **DIGIWORLD** **- is multi - brand store focusing** on Indo- Japan Consumer Electronics Products with brands like Videocon, Sansui, Philips, Electrolux, Kelvinator, Kenstar, Hitachi, Daikin, Voltas, Hyundai, Micromax, Samsung, whirlpool & Multi Brand Mobile, Laptop & camera etc.

**Usha International Ltd Sept.2008 to April 2011**

**Sr. Area Sales Executive Base Location -Jaipur**

**Area Handling - Rajasthan**

***Significant Highlights***

* Leading a team of Dealer/Distributor (Channel Sales) in assigned territory.
* Responsible for Primary and Secondary sales.
* **Generate business through the Corporate/ institutional sale/ B2B Sales**
* Maintained more than 25% market share in assigned territory continuously for last 3 years.
* Driving Sales Planning, Business Development, Channel Management, Marketing operations.
* Coordinating & Planning New Product Launches & developing new markets for existing & new products.
* Stock management at distributor level.
* Managing the distributor. Evaluation of distributors.

***Company Profile:***

**Usha International ltd.(shriram group)** is one of India’s know Consumer Durable Marketing, Distribution and Manufacturing Company with a diverse product portfolio that includes the following products line, Electric Fan, Sewing Machines, Home Appliances, Gas Appliances, Engines, Electrical, Motors & Pump Sets, Drinking Water Coolers & Dispensers, Auto products, Generators etc.

**Trainings Attended**

**Organization : MAHARAJA APPLIANCES LTD. – New Delhi**

**Duration** **:** 2 Months

**Organization**  **:** **MSME Development Institute** (The Government of India) Okhla New Delhi

**Duration** **:**  10 days (Export-Import Management) in 2009.

**Education:**

**Post Graduate Diploma in International Business Operation (PGDIBO)**

Indria Gandhi National Open University New Delhi in 2011.

**MBA (Marketing)**

Indraprastha Institute Technology and Management **(IITM)** New Delhi in 2008.

**B.Sc.(Electronics)**

Govt. Model Science Collage, Jabalpur (M.P.) in 2006.

**Personal Vitae**

Fathers Name **:** Late Har Prasad Patel

Date of Birth **:** 01 /07/ 1985

Address  **:** Wz-1391/32, Street No.11, Lajwanti Garden Janakpuri New Delhi-46

**Declaration**

I hereby declare that all above in formations are given by me is true to the best of knowledge and belief. I will be responsible for all my documentation.

**Date …………..**

**(Ram Narayan Patel)**

**Place…………..**