

Vijay Kumar Mishra

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CAREER OBJECTIVES

To utilize my skills, capabilities and knowledge to further the cause of the organization I work for and in the process achieve self-actualization.

PROFESSIONAL EXPERIENCE

KAJARIA CERAMICS LTD

BHOPAL I Sr Area Manager (Apr19 to Current Date)

- **Educate Channel Partner**

Network expansion by appointing new distributors, dealers & retail trade partners.

To maintain and nurture good business relations with distributors, retail trade partners and negotiation

Establishing stock norms at distributors point as per market requirement.

Stock levels to be maintained and replenished based on the stock norms for catering secondary sales.

Ensure proper merchandising at retailer level.

- **Competitor Analysis**

To provide market information and other activities on competitors (schemes, offerings) and product (quality) to marketing team on regular basis.

- **Achieve sales & collection targets**

To achieve sales targets directly through distributors and long arm sales man.

Presentation to architects, builders, contractors, specifier, distributors & retailers

Identify new market potential

To ensure timely collection of payments from distributor/direct dealers.

- **Manage channel partners**

Network expansion by appointing new distributors, dealers & retail trade partners.

To maintain and nurture good business relations with distributors, retail trade partners and negotiation

Establishing stock norms at distributors point as per market requirement.

Stock levels to be maintained and replenished based on the stock norms for catering secondary sales.

Ensure proper merchandising at retailer level.

QUTONE CERAMIC PVT LTD

MP I SALES MANAGER (Aug 2018 to March19)

- To achieve sales targets directly through distributors and long arm sales man.
 - To ensure timely collection of payments from distributor/direct dealers.
 - Establishing stock norms at distributors point as per market requirement.
 - Lie son and Negotiations on different stages in the departments and groups
 - To Educate Architects, Builders and Developer to use Com's Product
 - To provide market information and other activities on competitors (schemes, offerings) and product (quality) to marketing team on regular basis to gain competition advantage.
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SUNSHINE TILES PVT LTD

MP I AREA SALES MANAGER (NOV 2017 to July18)

- Find different projects and conversion of project
- To achieve sales targets directly through distributors and long arm sales man.

- To ensure timely collection of payments from distributor/direct dealers.
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Kajaria Ceramics Pvt Ltd,

Bhopal I Area Manager (July 2016 to Aug2017)

- **Achieve sales & collection targets :-**

To achieve sales targets directly through distributors and long arm sales man.

Presentation to architects, builders, contractors, specifier, distributors & retailers

Identify new market potential

To ensure timely collection of payments from distributor/direct dealers.

- **channel partners stocking**

Monthly Sales And on time collection

Ensure Product availability to avoid stock out

DECATHLON SPORTS (Thane, Mumbai) - DM (May 2014 to June 2016).

- Analyze the consumer buying behavior, risk, potential and competitor trends to provide valuable results for company and design strategy accordingly.
 - Researching the competition in terms of product, pricing & display and set the strategy accordingly.
 - Analyze historical data and current trends to identify current and future risks and opportunities.
 - Meet or exceed financial goals by creating plans that drive sales, bottom line-profitability, and inventory.
 - Collaborate with key business partners to develop and communicate a comprehensive strategy
 - Developing a business plan covering sales, revenue, and expense controls, meeting agreed targets.
 - Assist in the development of the annual marketing plan, specifically advising on realistic forecasts for each product and territory (based on analyze historical data, market trends, promotional strategy and sales effort).
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INDIAN ARMY (INDIAN AVIATION WING) (Aug2002 to Sep2010)

- **One on One**
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EDUCATIONAL QUALIFICATIONS

- POST GRADUATION DIPLOMA IN MANAGEMENT
KIAMS Harihar (2012-14)/ 2.88/4 CGPA STUDIES
 - GRADUATION:- BA (2005-2008) Barkhatullah university
 - Higher secondary and High School (2001 & 1999) MP Board
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PROFESSIONAL ACCOLADES

KAJARIA CERAMICS

Open a new store at strategic location in Bhopal and execute Kajaria's long term strategies.

Increasing the brand positioning in all the prospecting areas of Bhopal.

DECATHLON SPORTS

Increased customer base by 48 % and TO by 72% in 6 months by assisting, developing and carrying out market research based activities

DECLARATION

I hereby affirm that the information in this document is accurate and true to the best of my knowledge

Vijay Kumar Mishra