

# R a d i k a P e r m a n a

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## Summary of Qualifications

A well-versed professional with 4 years of experience in automotive industry. Key qualification include hands-on skills in short, mid and long-term sales planning management, fleet management, customer relationship management, fix and variable marketing management and market analysis.

## Experience

**PT. Ford Motor Indonesia**

**Jun 2014 - Present**

[Sales Planning Analyst]

- Review overall industry growth in Indonesia registered under Gaikindo for both wholesale and retailsales based on vehicle segments and brands.
- Manage vehicle availability and distribution for all dealers to achieve sales program by stock availability, shipment schedule, wholesale availability, retail availability, and vehicle clearance.
- Supporting Dealer Operation Manager and Sales Planning Manager with monthly allocation by analyze average sales monthly in a particular region and feeding relevant data and information to develop Sales Stock Run-Down (SSRD).
- Ordering vehicle from regional factory in order to distribute and allocate to dealer based on sales program.

**PT. Ford Motor Indonesia**

**Apr 2012 - Jun 2014**

[Fleet Sales & CRM Analyst]

- Analyzing fleet sales and forecast to develop fleet sales program.
- Manage variable marketing budget to support dealer through fleet incentive base on project requirement, fleet sales history and fleet units in operation
- Create fleet activity and manage fixed marketing budget to support fleet marketing activity and brand awareness through fleet exhibition, fleet gathering and 4x4 safety driving.
- Manage fleet database in order to develop retain customer program.

**PT. Ford Motor Indonesia**

**Mar 2010 - Apr 2012**

[Retail & Wholesale Analyst]

- Monitoring wholesale and retail report to analyze market trend.
- Creating faktur request to all dealers.
- Creating Conditional Sales Invoice (CSI) request and preparing tax invoice to all dealers.
- Reviewing monthly interest and storage cost.

## Education

**Widyatama University, Bandung**

**2003-2009**

[Information Technology]

Major in Information Technology with particular interest in multimedia (Web Design, Animation, Software Application).

## Skills

Language : Indonesia, English

Computer Skills: MS Office ( MS Word, MS Excell, MS Power Point, MS Outlook), SAP CRM, GOaLS  
Flash, Photoshop, Dreamweaver, Internet.

## Training and Course

- Fleet Management Training - Jakarta, Sep 2012
- Sales Planning Management Intermediate Training - Bangkok, Sep 2011
- Personal Sales Planning and Prospecting Training- Jakarta, Mar 2011
- Drum Course at Purwacaraka Music School - 2008
- English Course at EEP - Bandung, 2007

## Achievement

- Project leader of Global Ordering and Logistic System (GOaLS) application and conduct training GOaLS retail reporting application to all dealers - Jun 2010

## Personal Particulars

Place, Date of Birth : Jakarta, Jan 17<sup>th</sup> 1985  
 Height/Weight : 165 / 50  
 Gender : Male  
 License : "A" and "C" Driving Licenses holder  
 Interest : Design, Music, and Sport