



## **Raosaheb Thakare**

**Email: rnthaakare@gmail.com Cell –+91- 7350368842**

### **Personal Statement.**

**3.5 years' experience** in developing and executing Marketing strategies with the unique ability to understand the ongoing market scenario and customers trends using exceptional marketing communication skills, including ,Strategic planning and strategic leadership.

- Strategic planning and strategic leadership.
- Decisive: Capable of delivering quick solutions to the marketing challenges.
- Extensive work with all sources of media channels.
- Result oriented: Ability to achieve target within given time.

### **Objective statement:**

Obtain a position that will enable use strong Sales and Marketing background, interpersonal skills and managerial abilities for achieving the company's marketing goals in the best possible way.

### **Professional Experience:**

#### **Assistant Marketing Manager (PAN INDIA)**

**PROMAS ENGINEERS PVT LTD** (Designer, Manufacturer, & Exporters of, BLENDERS, DRIERS, MIXERS, MILLS, COMPLETE TRUNKY PROJECTS FROM CONCEPT TO COMMISSIONING)

June 2018 to Still Date.

**Job Description** – Responsible for sales of Company's product to **API, BULK DRUGS &**

**FORMULATIONS, COSMETICS, PIGMENTS, CHEMICALS, INSITUTIONAL & AGRO INDUSTRIES.**

- To understand various applications of the company's products and Product line in your specific industry and be able to confidently recommend the products / product line.
- To Achieving the sales target / number and unit target for industry.
- To Work closely with each product managers to ensure that each product.
- To give regular inputs and updates on all customers / potential customers with regard to their plans and working of our existing machines
- To prepare action plan to develop business from your industry Understand customer requirement, suggest solution and submit offer.
- Solving customer problems and giving proper service to the customers and keep in touch with Purchase team.
- Generate leads and transfer lead in a actual sales.
- To work closely with the design team to ensure customer requirements are met timely.  
Negotiations with customers for closing deals.
- To Control expenses to meet budget guidelines
- To ensure high level of customer satisfaction Marketing and Strategy (for specific industry) :
- Work closely with Sales & Product Heads for brand promotion and marketing strategy
- Maintain monthly Quotation hotlist

- Making monthly quarterly business plan & action plan for Self and Executive and Managements also

### **Teamwork:**

- Worked hard as a team and as a good leader.
- Motivated the subordinates to work hard by assisting them.

### **Assistant Marketing Manager (South India)**

### **MACK PHARMATECH PVT LTD. (MFGRS .LAB & PHARMA EQUIPMENTS)**

(Humidity Chamber, Cold Chamber, Deep Freezer, Incubators, Photo stability chamber, Hot Air Oven.)

**July 2016 to May 2018.**

**Job Description** –Responsible for sales of Company's Product to API, BULK DRUGS, FORMULATIONS, CHEMICALS, INSITUTIONAL & AGRICULTURE Industries.

### **Marketing Activities:**

- Managed entire product marketing cycle – Planning and applying the use of various sales strategies.
- Responsible for the sales of stability chambers and other and other lab equipment's in South India.
- Managed the Promotional budget of the marketing department for South Region.
- Initiated and coordinated advertising campaigns and promotional activities.
- Controlled all aspects of production line and Marketing Department
- Prepared the pricing strategy of the product for South India specially customized Products
- Interacted with media for promotion of the product – Made key messages to attract the customer towards the brand name.
- Selected special products to be displayed at promotional events and exhibitions.
- Negotiated with the suppliers and vendors regarding distribution contracts.
- Maintained cordial relationships with the Customers and Focus on Upcoming new Projects.
- Visit To potential customers and Existing customers also and generate leads and transfer lead into actual sales
- Take quotation follow up from Department and after sending quotation take follow-up from the customer
- Attend Techno commercial negotiation meeting and general negotiation meeting with client
- Solving customer problems and giving proper service to the customers and keep in touch with Purchase team.
- Generate leads and transfer lead in a actual sales.
- Maintain monthly daily sales and outstanding payment recovery MIS report
- Maintain monthly Quotation hotlist
- Making monthly quarterly business plan & action plan for Self and Executive and Managements also,

### **Teamwork:**

- Worked hard as a team and as a good leader.
- Motivated the subordinates to work hard by assisting them.

### **Market Research:**

- Conducting frequent surveys among the customers regarding the requirements of products at present and estimating the requirements in the future.
- Analyzed current market trend and competitor information and focus on new projects.

## **Extra Activity:**

Represented South India region in Following Exhibitions.

- **CPHI-P-MAC INDIA 2018 - Mumbai.**
- **PHARMALYTICA2017- Hyderabad**
- **PHARMA PRO & PACK EXPO 2017- Hyderabad**
- **ANALYTICA ANACON INDIA & LAB EXPO 2017- Hyderabad**

**Marketing Executive** (Pune, Aurangabad, Nasik. Dhule )

**Modern science Apparatus Pvt. ltd** (Whole type Lab Solutions.)

Handling sales of Remi, Coslab, Electronics India, Borosil, Merk, RLCC, Finar, Polylab, Rankem, J-sil, Lab India.Gentlemen, Make Etc.

**Feb 2015 to July 2016**

- Responsible for Institutional and industrial sales of Nasik District....
- Target Pharmacy college and science colleges and pharma Industries .
- Full time role overseeing the operation of the sales and marketing Department
- Visit To potential customers and Existing customers also and generate leads and transfer lead into actual sales
- Collect the inquiry from the customers and submit to the Quotation department.
- Take quotation follow up from Department and after sending quotation take follow-up from the customer
- Attend yearly ARC negotiation meeting and general negotiation meeting with client
- Collect the order and submit to the Dispatch department ,
- Solving customer problems and giving proper service to the customers
- Take outstanding follow-up from customers and collect outstanding payment recovery .
- Maintain monthly daily sales and recovery report

**Trainee Marketing Executive**

**Nasik industries Manufacturers Association (NIMA)**

May 2013 to July 2013

- Direct visit to the company and collect the data then editing data in Directory format
- Cold calling then arrange face to face meeting and Direct sales
- NIMA directory project work in Nasik District MIDC

## **Academic Project**

**Nahar Frozen Foods & Ice Cream Pvt. Ltd** Malegaon Sinnar. Nasik.MH

A Study On Sales Promotion Strategy of Nahar Frozen Foods & Ice Cream Pvt. Ltd Applied in Nasik city.

## **Educational Qualification:**

- **MBA. (Marketing)** from SNJB.K.B.JAIN College Chandwad (Pune University) in July 2014 .
- **BA. (English)** from SN.JB. College ,chandwad with Pun University) in July 2012 .
- **H.S.C (Arts)** from SNJB. College Chandwad (Nasik Board) in June 2009 .
- **Maharashtra Certificate Course in Information Technology (MSCIT)**

## **Personal Information:**

- Date of Birth : 26/6/1991
- Marital status : Married
- Languages Known :Marathi ,Hindi, English

- **Address Permanent-** At/P Ganoor, Tal- Chandwad, Dist-Nasik-423101

I hereby declare that all the information furnished above is true to the best of my knowledge and belief.

**Date:**   /   /   **2018**

**Raosaheb Thakare**