

PRABHAKARAN PONNAIAH

Mobile +234 808 666 4502 **Whatsapp** +91 90925 98529
pprabhakaran1981@gmail.com

Address : No 5 Taiwo Koya Street, Illupeju, (Near Pro-Fit Gym), Lagos, NIGERIA

MARKETING & SALES PROFESSIONAL

(Strategic Business Planning / Business Development / Supply Chain Management)

PROFILE

- ❖ A sales and marketing professional with **15+ year's** experience in FMCG, Chemical Products, Iron & Steel Industries in direct sales, customer care, back office work, team handling.
- ❖ **5+ year's in African market** - Nigeria, Ivory Coast, Uganda, Rwanda and **10+ year's in Indian market** - Tamilnadu, Kerala, Karnataka, Puducherry.
- ❖ Strong experience building FMCG distribution channels from own Norir brand in Nigeria.
- ❖ Strong knowledge of consumer goods market across multiple countries in Africa.
- ❖ Support development of annual operating plans and strategic plans by analysing sales KPIs and volume trends.
- ❖ Strong Inter-personal skills to build strategic with Distributors / Customers.
- ❖ Regularly review sales data and create reports for Management.
- ❖ Pitching the potential clients and also travel to locations to advocate supply of products to the respective clients.
- ❖ Developing and implementing evaluation and measurement tools to assess ROI and KPIs for all marketing campaigns and communication activities.
- ❖ Monitor market trends, research consumer markets and competitors' activities and translate findings into proactive actions to achieve market share growth.
- ❖ All types of credit, commission approvals from management.
- ❖ Expert in generating enquires of Steel and Structural Products - Pre Engineered Building System, Colour Coated Coils, Metal Roofing Sheet, Decking Sheet, Purlin, Built-up Section, Steel Girder, Guard Rail, TMT bars and Structural Steel Products.
- ❖ Expert in google search engine of collecting database - architects, builders, civil engineers, constructions company, structural engineers, roofing contractors, PMC, EPC etc.
- ❖ Organizing promotional events/expo, power point presentation, advertisement, designing broacher, flyers, letter head, and company website.
- ❖ Excellent communications skills in English

PRESENT EXPERIENCE

NAMAMI GLOBAL TRADE LTD, Lagos, Nigeria
Head - Sales & Marketing

December 2020 - till date

Product Handled: FMCG - Norir Sesame Oil **Industrial Chemicals** - Caustic Soda, Snow White Petroleum Jelly, Ultramarine Blue, Jute Bags, Plastic Masterbatch

RESPONSIBILITIES:

- ❖ Responsible for the development and growth of effective supermarket retail sales.
- ❖ Bringing new customers on board, sending them quotation, building relations with customers.
- ❖ Responsible for inventory management and warehouse quality and management.

- ❖ Visiting Soap & Detergents Manufactures, Cosmetics Manufactures, Paint Manufactures, Paper Manufactures, Plastics Manufactures and Food Industries for selling chemical products.
- ❖ Responsible for gathering and analyzing market information and providing feedback and recommendations to management.
- ❖ Responsible for timely delivery of goods at customers place and clearance of payments matters
- ❖ Responsible for maintaining the documents and MIS related to accounts, orders and sales contracts
- ❖ Co-ordination with International clients, sending offer to client and on conclusion of deal sending the Performa Invoice or Sales Contract
- ❖ Handling Import Enquiries, Planning of their shipment update, pre-shipment and post shipment status of their import order, execution order and over all complete communications
- ❖ To identify the correct HSN code for the items imported in order to ensure the Duty drawback and other imports incentives announced by the Government from time to time are availed without any loss

PAST EXPERIENCE

KAY VEE METAL ROOFINGS, Hosur, Tamilnadu
Business Development Manager

June 2019 - December 2019

Product Handled: Colour Coated Profile Sheets and Coils, MS and Galvanized Pipes, Hollow Section, CZ Purlin, Metal Decking Sheets and Structural Steel Products.

RESPONSIBILITIES:

- ❖ New market development.
- ❖ Lead generation, submitting pro-forma, quotation and negotiation.
- ❖ Appointing new dealers in home town and outskirts.
- ❖ Maintains relationships with existing dealers by providing timely support.
- ❖ Visiting industrial estate to find out new on-going and upcoming projects.
- ❖ Conducting fabricators meeting in dealer point for brand awareness and scheme.
- ❖ Lead a team of district sales representative and monitoring day-to-day sales activities.
- ❖ Identify performance gaps and take corrective measures to improve.
- ❖ Coordinating with production team for coil availability and procurement assistant.
- ❖ Recruiting new team as per work requirement and assigning tasks to team members.
- ❖ Identify growth opportunities for the organization with existing and prospective customers.
- ❖ Compile and send daily / weekly / monthly sales report to management.
- ❖ Maintain client database and updating periodically in excel sheet.

WMA WESTERN AFRICA SA, Abidjan, Ivory Coast
Area Manager - West Africa

July 2018 - May 2019

Product Handled: Manganese Ore

RESPONSIBILITIES: New company registration. Search of potential auditing/accounting company. Filling monthly local tax return and handling other account related work. Searching new supplier and mining companies, collecting and sending offers and payment collection. Coordinate with inspection agencies like BV, SGS for testing sample of Manganese Ore. Making reports in excels sheet and submitting head office. Coordinating with shipping agent for loading cargo in

nominated vessel as per stowage plan. Handling vessel crew and captain for loading as per plan to avoid demurrage.

LCP BUILDING PRODUCTS PVT LTD, Chennai
Dy. Manager - Sales (Domestic & Exports)

November 2017 - June 2018

Product Handled: Metal Galvalume Roofing Sheet, Metal Decking Sheet, Purlin, Standing Seam, Guard Rail.

RESPONSIBILITIES: New leads generation in SAARC Countries, Gulf Countries, African Countries. Meeting existing and new clients in Kerala State and sending offers and attending client meeting. Payment collection and order dispatching.

METALSCOPE INDIA PVT LTD, Chennai
Regional Sales Manager - Steel Girder & Solar Division

May 2016 - April 2017

Product Handled: Built-up Section, CZ Purlin, Metal Color Coated Roofing Sheet, Decking Sheets, Steel Girder, and Guard Rail

RESPONSIBILITIES: New enquiry generation, closing the order and attending client meeting. Payment collection and order dispatching. Monitoring sales person activities and their performance. Visiting construction site to find out the contractor on job.

MADHVANI GROUP LTD, Uganda & Rwanda.
Sales Officer - Steel Division

June 2014 - March 2016

Product Handled: Re-inforcement Steel Bars (TMT Bars)

RESPONSIBILITIES: New leads generation, closing the order and attending client meeting. Payment collection and order dispatching. Gathering market scenario about current pricing and new development. Collecting test report of TMT sample piece every three month once. Visiting construction site.

METALSCOPE INDIA PVT LTD, Puducherry
Regional Manager - Business Development (South)

September 2011 - June 2014

Product Handled: PEB - Pre Engineered Buildings System and Building Components, Metal Galvalume Roofing Sheet, CZ Purlin, Metal Decking Sheets

RESPONSIBILITIES: New leads generation, negotiation and closing the orders. attending client meeting. Payment collection and order dispatching. Monitoring sales person activities and performance. Gathering market scenario about current pricing and new development. Participated in Expo like Roof India, Building Materials. Worked for Website Development and new brochures for different product wise.

KAILASH ROOFING PVT LTD, Bangalore
Manager - Customer Relation

July 2010 - September 2011

Product Handled: Roofing Sheet, C&Z Purlin, Decking Sheets

RESPONSIBILITIES: New enquiry / lead generation, closing the orders and attending client meeting. Payment collection and order dispatching. Monitoring customer relation executive activities and performance in state wise. Visiting construction site to find out ongoing and upcoming projects and contractor on job. Giving proper training for all respective CRE state wise. Analyses CRE performance and motivate the team.

CENTURYWELLS ROOFING PVT LTD, Chennai.

December 2005 - July 2010

Customer Relation Executive

Product Handled: Metal Roofing Sheet & Accessories

RESPONSIBILITIES: Tele-calling, new enquiry generation. Handover the respective enquiry to respective sales person, searching database through google search engine, yellow pages, newspapers and magazine. Payment and order follow up till and after order dispatch. Supporting marketing team by giving leads with customer data for further follow up. Appointing new dealers on area wise and district wise. Collecting client feedback.

ACADEMIC CREDENTIALS

Bachelor of Engineering in Computer Science - 2001 to 2004

Syed Ammal Engineering College

Madurai Kamaraj University, Ramanathapuram

Diploma in Electrical & Electronics Engineering - 1998 to 2001

Adhiparasakthi Polytechnic

State Board of Technical Education and Training, Melmaruvathur

PERSONAL DETAILS

Father Name	:	PONNAIAH. R
Father Occupation	:	Retired - Central Government
Date of Birth	:	22 nd November 1981:
Language Proficiency	:	English & Tamil
Driving License	:	Two / Four Wheeler
Nationality	:	Indian
Married	:	Yes

PERMANENT ADDRESS

Plot No 53 Sri Nagar 230 Vallam Post, Chengalpattu 603 002 Chennai, Tamilnadu, INDIA

PASSPORT DETAILS

Passport No	:	R0248813
P.O.I	:	Chennai
D.O.I	:	08.05.2017
D.O.E	:	07.05.2027
