

CAREER OBJECTIVE

An MBA, SAP Sales & Distribution Certified Associate with 10+ years of exceptional track record in driving business growth through strategic sales and marketing, possessing allied exposure in customer service and business development initiatives, seeking a challenging position with a dynamic organization to contribute accrued skills towards formulating organizational objectives and charting a mutually beneficial growth path.

SKILLS

- Strategic Sales & Marketing, Retail Operations, Dealership Management, Business Development.
- Market Research, Competitor Analysis, Knowledge of Export Operations, Logistical Operations.
- Product Promotions, Target Setting & Achievement, Contractual Negotiations, Report Generation.
- Leadership, Team Building, Motivational Skills, Interpersonal & Communication Skills.
- Analytical Skills, Ability to Work under Pressure, Decision Making & Problem Solving Skills.
- Windows9x, 2K, XP, MS DOS, MS Office ,MS SQL Server, Internet Applications & Internet Usage.
- **SAP (SD) Certified Associate – (ECC 6.0 EHP5)**

PROFESSIONAL EXPERIENCE

Product Manager: Ceramic Tiles

(Oct 2015- Current)

United Supplies Establishment, Dubai U.A.E

- Determines customers' needs and desires by specifying the research needed to obtain market information.
- Recommends the nature and scope of present and future product lines by reviewing product specifications and requirements; appraising new product ideas and/or product or packaging changes.
- Assesses market competition by comparing the company's product to competitors' products.
- Provides source data for product line communications by defining product marketing communication objectives.
- Assesses product market data by calling on customers with field salespeople and evaluating sales call results.
- Provides information for management by preparing short-term and long-term product sales forecasts and special reports and analyses; answering questions and requests.
- Facilitates inventory turnover and product availability by reviewing and adjusting inventory levels and production schedules.
- Brings new products to market by analyzing proposed product requirements and product development programs; preparing return-on-investment analyses.
- Introduces and markets new products by developing time-integrated plans with sales, advertising.
- Determines product pricing by utilizing market research data; reviewing production and sales costs; anticipating volume; costing special and customized orders.
- Completes operational requirements by scheduling and assigning employees; following up on work results.
- Maintains product management staff by recruiting, selecting, orienting, and training employees.
- Maintains product management staff job results by counseling and disciplining employees; planning, monitoring, and appraising job results.
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Contributes to team effort by accomplishing related results as needed.

SUJITH KUMAR KOMBAN

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International Sales Porcellan Co L.L.C, Dubai, U.A.E

(May 2011 –Oct 2015)

Key Responsibilities:

- Identifying new business opportunities based on market surveys and analysis, designing/implementing strategic marketing and business development plans to optimize sales, volume distribution and customer service.
 - Providing professional technical sales support to existing and potential customers in a timely/efficient manner to attain the highest level of customer confidence resulting in increasing revenues/profits.
 - Accountable for order processing initially from presales activities to billing, whilst ensuring strict adherence to organizational policies and procedures.
 - Implementing/maintaining monthly reporting of sales activity/forecast. Reviewing sales performance, comparing with sales forecasts, analyzing variances and making recommendations to meet/ exceed targets.
 - Ensuring strict adherence to respective budgetary guidelines, effecting cost reductions, monitoring logistics controlling cash flow, negotiating payment and credit lines with financial institutions, customers and outsourced agents in close coordination with heads of various departments.
 - Handling requisite export documentation, LC screening, shipping and transportation for effecting lawful exports.
 - Designing performance measurement parameters, effecting measures to address shortcomings, attending to customer complaints promptly/efficiently, thus maintaining database to log/track complaints and providing specific solutions leading to excellent service.
 - Keeping abreast with competitor initiatives and market trends to formulate long and short term sales strategies for enhancing organizational revenues.
- Handle all the logistical operations including the shipment / container loading.

Sales Administration Executive, Al Khaleej Ceramics, Dubai U.A.E

(December 2008- March 2011)

Key Responsibilities:

- Generated revenues maximized profit margins by identifying high potential sales opportunities and prioritized them to drive sales and augment revenues.
- Handled the whole gamut of sales administration, right from sales planning, taking orders, tracking and reporting up to managing the closing deals.
- Devised and executed sales strategies in synchronization with the top management, organized operational budgets and sustained profitability as per the planned budget.
- Managed sales and marketing activities, devised marketing plans and formulated initiatives to achieve established targets. Provided sales support to increase sales volume.
- Administered sales to maintain high volume along with increased turnover and enhanced customer satisfaction, particularly of high net worth customers.
- Sourced, developed and coordinated with suppliers for closing deals with respect to pricing, delivery and payment terms.
- Administered all logistical functions for the sales department, streamlined operations and formulated policies to reduce overheads and enhance profit margins.

Sales Executive RAK Ceramics, U.A.E

(Feb 2007- Sept 2008)

Highlights:

- Played a fundamental role in overseeing sales and delivery of traders and contracting companies in UAE.

Key Responsibilities:

- Developed and implemented sales plans to accommodate corporate goals. Directed sales forecasting activities and set performance goals accordingly.
- Managed inquiries/complaints while providing efficient and courteous services for clients, processed orders whilst ensuring compliance with the policies and procedures of the company.

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- Supported, developed and maximized effectiveness of sales operations to assure positive professional services, revenue growth, positive impact on margin and high client satisfaction.
- Projected sales targets, prepared action plans, formulated initiatives for achieving the targets and provided regular updates to the senior management for effective decision making.
- Communicated effectively with various departments inclusive of accounts, production and dispatch department to review departmental forecasts periodically and ensured consistency with annual projections.
- Conducted market research, competitor analysis to conceptualize counter strategies and prepared research-based reports and sales forecasts for senior management.
- Kept a record of all details related to customer inquiries, comments, complaints and counter measures taken to resolve issues.

Sales Officer - Beans Division
TATA COFFE LTD, Chennai - INDIA

July 2004- Nov 2006

Reporting to Deputy Manager, Marketing, TATA COFFE LTD, Bangalore

Key Responsibilities:

- Analyzed present/future market opportunities and trends with the objective of recommending to senior management suitable strategies and tactics to exploit these opportunities for sound and profitable growth.
- Tracked inventory to ensure sufficient stock to meet demand, thereby met abnormal demand situations by ordering for replenishment stocks and maintaining safety stocks.
- Strengthened and built customer base, conducted advertising and sales promotion for the franchisees, accordingly established sales goals and continually exceeded targets.
- Ensured top line sales goals and bottom line profit goals are met, by recognizing profitability and revenue impact of all business opportunities. Planned and developed short/long-term goals/objectives annually, submitted time projections to senior management for approval.
- Supervised completion of sales order, provided technical support and prompted after sales service and monitored/follow up for payments with the clients.
- Delivered exceptional customer service by proactively building customer relations through service calling, soliciting feedback, addressing queries and resolving customer complaints.
- Drafted weekly and monthly stocks/ sales reports for senior management, presented actual sales against targets.

Previous Professional Experiences:

• **Jan 1999 - Nov 2001: Sales Executive with United Industries, Kerala**

- **In-depth understanding of sales process from enquiry to handover**

Major topics of SAP (SD) Certification:

- **Organizational Structures:** Organizational Units and Organizational Structures in Sales, Shipping and Billing processes.
- **Master Data:** Customer Master, Material Master, Customer-Material Info Record, Field Control for Customer.
- **Sales:** Basic Sales Document Processing, Sales Document Types, Item Categories and Schedule Line Categories, Copy Control, Partner Determination, Availability Check - Basics, Outline Agreements Special Business Transactions, Incompleteness Control, Free Goods and Free-of-Charge Items, Material Determination, Listing and Exclusion, Common distribution channel and common division, Consignment processes
- **Shipping:** Basic Delivery Processing, Delivery Types and Delivery Item Categories, Picking, Packing and Goods Issue, Delivery Scheduling, Route Determination, Shipping point Determination
- **Pricing:** Pricing Processing & Determination, Condition Technique, Condition Records, Condition exclusion and supplement
- **Billing:** Basic Billing process, Billing Types, Complaint Documents, Credit memo and Debit memo, Billing Plan, Account Determination, SD/FI Interface

Additional SAP Topics learnt:

- **Credit Management**
- **Third Party Sales**
- **Ticketing system**
- **SAP SD tables & fields**

EDUCATION

SUJITH KUMAR KOMBAN

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Sri Visveswaraiah Technological University, Bangalore, India
Master's Degree in Business Management - MBA in Marketing

October, 2004

Calicut University, India
Bachelor's Degree in Commerce

June, 2001

SAP (SD) Certification Training - ECC 6.0 (EHP-5)
Atos India LTD, Bangalore

Industrial Training:

- Two-month Project Work in MetLife Insurance Company.
- Project Title: "A Study on Customer Loyalty and Behavior" with special reference to Insurance Products.

PERSONAL INFORMATION

Birth Date	: 31 May 1977
Gender	: Male
Nationality	: India
Visa Status	: Employment Visa
Residence Location	: Dubai, United Arab Emirates
Marital Status	: Married
Driving License	: United Arab Emirates, India
Languages Known	: English, Hindi, Urdu & Malayalam