



CURRICULUM VITEA

AMARINDER SINGH

WORK EXPERIENCE

PROFILE

13 Years of Sales & Marketing experience for companies located in Singapore & Malaysia and India. I have worked in various capacities such as Sales Executive", "Marketing Executive", "Trader" and Procurement & Sourcing director".

I have 8 Years of Experience for working for companies dealing in **Floor & Wall Tiles** for Punjab & Haryana region If given an opportunity my expertise and communication skills will prove an asset to the company, and I will contribute to increase business volume & profits for the company.

CONTACT

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Position "Regional Sales Manager" with company "LETINA Tiles, Gujrat, INDIA (Year 2021– Present)

- Analyze & Monitor Tiles variety wise acceptability by each distributor, wholesaler, retailer & architects and accordingly prepare, develop & execute all marketing plans.
- Listen to the wholesalers and retailers & communicate constructive feedbacks to relevant authorities within the company i.e. General Manager, Product Manager, Delivery Team, Finance Team etc.
- Work collaboratively with dealers & distributors to provide them after sales services & assist them for maintaining inventory.
- Ensuring collection of outstanding payment from wholesalers, distributor, and dealers to effectively maintain company cash flow.
- Aids the team for preparing their weekly marketing plans, sales material, writing outgoing messages and provide them necessary direction to obtain the maximum revenue for the company by staying within company marketing budget & implement of cost reduction methods.
- Strengthening the brand image with the use of print marketing, event marketing and public relations to achieve objectives
- Preparing weekly and quarterly reports for the company for development of strategic marketing plans & preparation of promotional material accordingly. Further I provide production forecast planning to management.

Experience @ Malaysia	Position “Regional Purchase Manager” with company “Kekuda Trading Associates sdn Bhd, MALAYSIA (Year 2016– Year 2020)
	<ul style="list-style-type: none"> • Interacting with clients located in many countries such as India, Sri Lanka, and Middle East region and maintained a comfortable business relationship with them, which has resulted in million dollars revenue for my company. • To execute purchase orders with suppliers as per client’s requirements & company’s future stock needs. • To work collaboratively with supplier to understand future supply & price predictions to yields maximum profits within company’s limited financial resources. • Create and build long term relations with clients & agents across the globe & assist them with business plan, purchase, branding and finalize payment terms. • Involved in export all aspects i.e., logistic, warehousing and inventory control and shipment on various ports across the globe. • Improve and maintain close ties with all shipping lines/ agent to ensure timely delivery to clients on various ports of the world. • Identifying low performing products and direct company available finance to other product types/ species for optimum use of each & available opportunity. • Performed monthly and quarterly sales forecasting and competitive analysis • Expert ability to manage large, complex orders and deliver all business commitments on mutually agreed schedules. • Ability to command the attention and respect of clients and suppliers & bring them to a mutual ground for successful completion of each deal in other worlds i.e work as bridge between suppliers and clients • Responding to queries regarding quotes and pricing and closing sales orders & get effective and favorable results.
Experience @ Singapore	Position “Trader” with company “International Trading Associates” SINGAPORE (Year 2014 – Year 2016)
	<ul style="list-style-type: none"> ▪ Business planning and analysis for assessment of revenue potential in business opportunities. ▪ Analyzing & reviewing the market response/ requirements and communicating the same to the sales teams for accomplishment of the business goals. ▪ Overseeing the sales & marketing operations for products, thereby achieving sales growth. ▪ Identifying new streams for revenue growth & developing sales plans to build consumer preference.

	<ul style="list-style-type: none"> ▪ Utilizing client feedback and personal network to develop marketing intelligence for generating leads. ▪ Conducting competitor analysis by keeping abreast of market trends & achieving market share metrics.
	Position “Senior Area Manager” with company “Cengres Tiles Limited, Gujrat (India) (Year 2010 – Year 2013)
Experience @ India	<p>Progressed in competitive and challenging environment & achieved 100 % growth in sales in the Punjab & Haryana region. Responsible to access & forecast sales volume, marketing potential, opportunity for growth, advertising and promotional support which resulted in becoming the preferred sales employee for the company. Responsible for providing a daily sales activity report, monthly report, monthly sales analysis by territory, and any other necessary information required by the company to plan their production schedule & strategies.</p>
	Position “Territory Manager” with company “Century Tiles Limited, Gujrat (India) (Year 2005 – Year 2010)
	<p>Leading the role of business development and attain the maximum revenue and profits for the company by executive strategic sales plans and resourcing plans. Work closely with suppliers, clients, forwarding agents, shipping lines and agents to achieve target sales & to maintain after sales services. Address complex integrated deals and review to provide value based integrated and effective solution with help of sales team, supplier network & higher management. Review price and supply position for forthcoming quarters of the year.</p>
EDUCATION	<p>MASTER OF BUSINESS ADMINISTRATION FROM ALAHABAD AGRICULTURE INSTITUTE (MARKETING) YEAR 2004 to YEAR 2006</p> <p>BACHOLAR OF COMMERCE FROM PUNJABI UNIVERSITY PATIALA (YEAR 1999- 2002) - GRADUATION</p>
SKILLS & EXPERTISE	<ul style="list-style-type: none"> • Self-motivated and driven by targets. • Responsible for helping build up a business by identifying new client prospects and selling product to them • Do market research and analysis to position competitive sales pitch with clients. • Strong network and communication skills – both verbal and written. • The ability to influence and negotiate with best interest of both parties and building long term relationship. • Good commercial and negotiation skills. • Computing and presentation skills. Good in Microsoft Excel, Word, and PowerPoint.