

RESUME

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Objective:

Seeking challenging assignment in Retail, Business Development, Supply chain, Modern Trade in a growth oriented organization.

Summary:

- ✓ 3 years and 8 month experience of do business independently .
- ✓ 7 Years of experience in sales /Business Development ,Marketing Key Accounts Management in India and Abroad.
- ✓ Experience of working in cross-cultural Environments.

Area of Experience:

Strategic Planning /Business Operations

Budgeting, forecasting and strict check cost benefit analysis .Formulating and implementing innovative plans and policies for sales /Business generations.

International Sales Management: Driving sales strategies for attainment of periodical targets, growth of channel partners and company profitability, optimize revenue from Primary as well as secondary markets.

Distribution/Channel Management: Develop cost effective and efficient sales and distribution network and effectively manage the supply chain. Develop and implement policies and procedures for smooth functioning of sales and supply chain. Monitoring channel performance.

Channel Management: Frequent market visit and regular interface with vendor and suppliers to ensure timely deliverable, supervise the inventories and receivables of the channel partner's .Inventory movement analysis.

Team Management: Lead, guide and motivate a team of executives placed at different locations to ensure achievement of targets, undertaken regular on the job training of the team.

Marketing: Develop new product launch plans and implement marketing strategies to enhance products awareness and brand image, undertaken promotional activities such as advertisements, organize company presence in exhibitions /seminars and initiate market research.

MIS: Prepare business reports related to sales and marketing activities, inventory, And competitor trends to apprise the directors of the business.

Experience.

1 Feb -2022 to till date working as a Export Manager –Soncera Group

6 January -2021 to 30-January 2022. At present Working as a Export Executive in Sakar Granito Pvt Limited- Ahmadabad in tiles manufacturing company and my area is Africa and Middle East.

From Jan 2017 to November .–Managing Director-As a own business in Rwanda.

I have my own Hardware material trading company in Rwanda rubavu distric .These rubavu district located at Congo boarder .So we have good business up to December 2018. Company is trading in Plywood, Nails & MDF, Tiles made in Tanzania and made in India tiles buy from local market.

November 2015 to July 2017

Workin with brother in law in Uganda ,we have tiles trading business ,We import tiles from india and sales in Uganda.

From May 2014 to June 2015 – Hindustan Pencils Pvt. Ltd.

A Hindustan pencil is number one brand name (Natraj & Apsara) in stationery for Domestic market and also export market.

Asst. Sales Manager- International (East Africa-Tanzania, Kenya, Uganda).

Responsibilities:

- *Responsible for Sales and Marketing for entire East Africa Market.*
- *Strategy Planning /Business operations.*
- *Brand Management.*
- *Team Management*
- *Distribution/Channel Management*

Notable Contribution:

- *Initiated “Distributions Concept” and successfully appointed five distributors in Kenyan market region wise (all are biggest in good MNC company) with FMCG background in Kenya market.*
- *Successfully appointed three distributors in Tanzanian Market region wise.*
- *Successfully appointed two distributors in Uganda Market region wise.*
- *Successfully opened three countries Zambia, Rwanda, and Congo.*
- *Increased client base in Burundi.*

From Feb 2010 to Dec 2013 – Technical Resources (Albwardy Group 70 Millions USD Enterprise), Tanzania & East Africa.

Note: Appointed for Tanzania country impoters (Nobel Azania Auto Spares Ltd).

Distributors for Baldwin filters, GP Engines parts, KPW parts, Nexon/ling long tires Gs/Global/Globate Batteries and spring.

Country Sales Managers (Tanzania-East Africa)

Notable Contribution:

- *Success fully appointed 400 Dealers and 5 Stockiest for Tanzania Importers.*
- *Achieved growth of 60 % in 2011 in Tanzania.*
- *Successfully opened three countries Kenya ,Rwanda ,Uganda*
 - *Strategy Planning /Business operations*
- *Achieved over all growth 150 % with these new country business.*
- *Initiated set up company own depots in three countries*

From Oct 2007 to Sept 2009 – Amco Batteries Ltd.

(A company is leading batteries manufacturing and Group Company of TAFE Tractors).

Sales Executive (Central, South Gujarat & Rajkot area)

Notable Contribution:

- *Successfully launched different secondary schemes for target achievement.*
- *Appointed three Super stockiest and 40 Dealers in south Gujarat region and one Super Stockiest in central Gujarat and 23 Dealers in central Gujarat.*
- *Appointed two Super stockiest and 20 Dealers in Rajkot region.*
- *Increased coverage and explored new markets by appointing new channel.*
- *Sales T/O –Increased from 18 Lacs to 45 Laks.*
- *Achieved 114 % annual sales Target.*
- *Promote Brand by different road shows (45 Road show conduct).*

From Dec 2006 to Sept 2007 – Exide Industries Ltd.

(Number one Brand in Automative Batteries)

Sales Executive (Central Gujarat)

Notable Contribution:

- *Appointed 15 Dealers in central Gujarat region.*
- *Successfully launched company 9 products.*

Education Qualifications:

- *BBA, Dharmsinh Desai University, 2005.*

IT Skills:

- *MS office like world, Excel, Power point.*
- *Tally, Programming C & C++.*

Languages:

- *English, Hindi, Gujarati.*
- *Kiswahili (Speaking).*
- *French (Elementary proficiency).*

Date Of Birth: *6 May 1985.*

Date:

Place:

Nilesh Patel