MANOJ KUMAR SINGH

Mob: + 91 9540946210; E-mail: [manojkumar.singh9540@gmail.com](mailto:manojkumar.singh9540@gmail.com)

* Results-proven, team-oriented management professional with documented track record of success indeveloping business in nascent markets and building efficient organizational teams.
* Over **26 years** of work experience with in-depth market knowledge of the Food & Beverage and building materials industry.
* Pioneered organizational strategies and measures for continuous improvements and efficient business operations.
* Accomplished leader with proven ability to lead, mentor and evaluate a large and successful sales team.
* Valued contributor in enhancing organizational profits, company goals with driving vision. Possess a willto achieve critical goals in rigid markets and stiff competition.

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**KEY CAREER HIGHLIGHTS**

# NARAYANI LAMINATES PVT. LTD. (Nov 2019- Till date)

**General Manager North India**

# Manufacturer of Aluminum composite panels.

* + Reporting Directly To director
  + Increase sales from 0 to 70 Lacks Per Month from North India.
  + Instrumental in enhancing market reach by appointing Eleven new dealers in North India.
  + Devising & implementing competitive selling programs/strategies to improve the product awareness.
  + Driving sales efforts to meet sales and collection targets.
  + Presently Five Sales Person Working Under Me at different headquarters like Punjab, Delhi ,J&K , U.P and Rajasthan.
  + Evaluating and monitoring product launch campaigns and tailor making them in accordance with target

markets.

* + Achieving business goals and revenue targets.
  + Overseeing daily operations, managing budgets, and setting performance objectives.
  + Recruiting, training, and supporting general managers as well as conducting regular performance appraisals.
  + Developing and implementing business, marketing, and advertising plans.
  + Managing internal and external stakeholder relations and negotiating contracts.
  + Planning, evaluating, and optimizing operations to be efficient and cost-effective.
  + Ensuring products and services comply with regulatory and quality standards.
  + Ensuring company standards and procedures are followed.
  + Preparing and presenting monthly, quarterly, and annual statements, analyses, and reports of operations and finances.
  + Dealing with escalated customer issues, incident reports, and legal actions.

# COMET GRANITO Pvt. Ltd. (Feb 2012 – Oct 2019)

**Regional Sales Manager (North India) Manufacturer Of GVT And PGVT Tiles.**

* + Reporting Directly To Director marketing.
  + Increased sales from 25 Lacks to 1.5Cr. Per Month from North India.
  + Generate sales through Architects, Builders and Institutional Business.
  + Instrumental in enhancing market reach by appointing Twenty new dealers in North India.
  + Devising & implementing competitive selling programs/strategies to improve the product awareness.
  + Driving sales efforts to meet sales and collection targets.
  + Five Sales Person were Working Under Me at diffrennt headquarters like Punjab, Delhi, J&K and UP.

# At Aludecor Lamination Private Limited ( Nov 2009- Jan 2012) Regional Sales Manager (North India)

**Manufacturer of Aluminium composite panel.**

* + Reporting directly to General Manager Marketing
  + Generate sales from Architect , Builder and GovernmentInstitutions.
  + Instrumental in enhancing market reach by appointing seven new dealers in North India.
  + Successfully augmented sales revenues from Rs. 42 lacs to Rs. 71 lacs through dealer network development and project sales.
  + Obtained approvals at major projects of E.S.I.E Hospital, A.A.I., Rites, H.D.F.C., UNITEC, ANSALS Groups,

Omaxe, A.I.I.M.S. and C.P.W.D, PWD, DMRC and many others.

# At REGENT GRANITO (India) Ltd. (Jul 2004 – Nov 2009)

**Regional Sales Manager (North India) Manufacturer of Vitrified Tiles.**

* + Reporting directly to General Manager Marketing
  + Generate sales through Dealer/Distributor ,Architects,Builders and Government Institutions.
  + Steered marketing efforts to procure project orders from Omaxe, Ansal, Unitech & CPWD.
  + Efficiently appointed all new dealers and launched company operations in entire North India.
  + Catapulted sales from 0 to 60 Lacks per month.

# At BELL GRANITO CERAMICA Ltd. ( Jun 1995 – Jun 2004)

**Area Sales Manager Manufacturer of Vitrified Tiles.**

* + Reporting directly to General Manager Marketing
  + Generate sales through Dealer/Distributor ,Architects,Builders and Government Institutions.
  + Increase sale from 0 to 30 lacs per month.
  + This company was sister concern of Hotel Hyatt Regency and we launched their through and through design vitrified tiles in the entire North India.
  + Received Orders from PWD, CPWD, Indian Railways and Delhi Transport Corporation of India etc.
  + Commenced career as Sales Executive and promoted to Area Sales Manager for excellence in performance.
  + Launched Vitrified Tiles in area Delhi NCR, Nepal & U.P.

# At GEM SANITARY APPLIANCES PVT LTD ( Jun 1993 – May 1995)

**Senior Sales Executive Manufacturer of Bathroom fittings**

* + Reporting Directly To Regional Manager marketing.
  + Increased sales from 11 Lacks to 27 Lacks. Per Month from North India.
  + Instrumental in enhancing market reach by appointing Twenty new dealers in North India.
  + Devising & implementing competitive selling programs/strategies to improve the product awareness.
  + Driving sales efforts to meet sales and collection targets.
  + Evaluating and monitoring product launch campaigns and tailor making them in accordance with target markets.
  + Taken approval in all leading hotels in India & Nepal ( Oberoi hotels, Hyatt regency, Holiday Inn, Welcome Group) and UNITEC, ANSALS ,C.P.W.D, P.W.D.

At **HINDUSTAN INTERNATIONAL (VARANASI) (Dec 1988- MAY 1993)**

**F&B SERVICE AS A RESTAURANT/BANQUET Assistant Manager**

* + Recommend and monitor a budget and plan for the year.
  + Lead, train and motivate a service team.
  + Conduct daily briefings ensuring two-way communication, training and policy information.
  + Control expenses of the restaurant.
  + Develop innovative ways to create sales of the restaurant by up-selling menu items, food promotion merchandising, etc.
  + Meet and greet guests and develop a personal guest database to ensure continued patronage.
  + Schedule staff rotations and duties and organize extra hands whenrequired.
  + Ensure the safety and hygiene of the restaurant.
  + Maintain discipline and conduct staff appraisals
  + Coordinate with the chef for menu offers and operational coordination.
  + Coordinate with other departments for the smooth supply of operational supplies.
  + Responsible for proper billing and cash recovery for services rendered.
  + Resolve guest and staff complaints and grievances
  + Represent the restaurant in Food and Beverage meetings.
  + Conduct periodic competition analysis
  + Coordinates with
  + Kitchen: on food preparation matters.
  + Kitchen Stewarding: for the supply of clean service-ware.
  + Housekeeping: for cleanliness and supply of linen and flowers.
  + Accounts: for budgets and depositing daily sales.
  + Engineering: on matters of maintenance and safety.
  + Security: on matters of security and safety.
  + Marketing: on matters of sales and promotions.
  + Stores: for the supply of alcoholic beverages, operational supplies.
  + Supervises:- Senior captain, captain, hostess, Servers, and apprentices

**CORE COMPETENCIES**

# Strategic Planning and Profit Centre Operations

* + Key decision making and strategic planning through formulation of market entry strategies relevant for enhancing business growth of start-up products.
  + Managing all operations of a profit centre, forecasting and preparing annual sales budget in line with

operating plan and devising strategies that achieve profitability targets.

# Sales & Marketing

* + Devising & implementing competitive selling programs/strategies to improve the product awareness.
  + Driving sales efforts to meet sales and collection targets.
  + Planning, organizing, developing and implementing institutional and project sales programs.

# Start-Up Operations

* + Conducting feasibility study and profit evaluations for new network expansion projects.
  + Establishing new set ups for revenue enhancement and greater market penetration.
  + Liaising with government bodies for the procurement and obtaining necessary sanctions/approvals for commissioning of the outlets.

# Sales Promotion

* + Evaluating and monitoring product launch campaigns and tailor making them in accordance with target markets.
  + Developing, launching and implementing value propositions for various Retail and Industrial segments.
  + Monitoring promotion activities and evaluating them with respect to competitors.
  + Build a brand image wherein various marketing promotion tools like Print, Media, and dealer meets are used effectively.

# Channel Management

* + Identifying and networking with reliable business associates, resulting in deeper market penetration across territories. Direction, coordination, program execution and selection of local vendors, distributors, depots, and merchandisers.
  + Designing trade schemes, distributors/ dealer’s schemes, field incentives and field work norms for better motivation.

# Market Intelligence

* + Conducting extensive market research to analyze and assess market potential, providing valuable inputs to fine-tune selling & marketing strategies.

# Brand Positioning & Awareness

* + Building brand focus in conjunction with operational requirements ensuring maximum brand visibility and capture optimum market shares.
  + Brand image building and awareness campaigns such as trade shows, exhibitions andseminars.
  + Developing and executing unique marketing programs and product initiatives that help retailer differentiate them selves from the competition.

# Product Management

* + Selecting product mix and developing new product in accordance with market potential and market size.
  + Forecasting demand for a product and pricing it with respect to market demand.

# Human Resource Management

* + Selecting and training human resources and utilizing them optimally in order to cause organizational growth and expansion.
  + Work as a team player to deliver quality services in market and generate successful business outcomes.

# Key Accounts Management

* + Cultivating long term customer relationships to bring about business growth.
  + Managing and retaining key corporate accounts by ensuring customer satisfaction.

# Finance Administration:

* + Preparation of regional annual budget and continuous monitoring for controlling deviations on various business parameters.
  + Control of Working Capital through continuous monitoring of out standings and inventory. Implementation

of proper credit control policy for better working capital management.

**EDUCATION**

* 3 years Diploma in Hotel Management, Indian Institute of Business Management, Patna,1985-1988
* B.Sc., Ranchi University, 1984

**TRAININGS/WORKSHOPS ATTENDED**

* ‘Need Satisfaction Selling’ at Bell Granito Ceramica Ltd.
* Team Management and workshop at Bell Granito Ceramica Ltd.
* Case Study and Work Shop at Bell Granito Ceramica Ltd.

**Date of Birth**: 21st June 1965

**Languages Known**: English, Hindi and Bengali

**Address**: E-45, Aastha Kunj, Sector-18, Block-E, Sector-18, Rohini, Delhi-110089