

**CURRICULUM VITAE**

**G.MURALIDHARAN**

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*Career Objective:* Ready to accept challenging jobs in **Sales & Marketing** whereas my professionalism coupled with hard work and concerted efforts drive me towards achieving the highest standards and objectives set forth by a prospective company.

**Profile:**

* Holding a Master Degree in Sales & Marketing
* Holding Bachelor Degree in Mechanical Engineering
* Having 20 years experience in Purchase, Sales, Procurement and Marketing as Sales Executive, Sales Supervisor, Asst Manager, Senior Business Development Manager & Marketing Manager
* Proficient in using MS-Office
* Self motivated, Comfortable in taking imitative and working independently
* Have excellent communication & interpersonal skills

**Employment History:**

* **Sales Representative** : BENZ Automobiles Ltd, Kerala, India (2 Years)
* **Asst Store Manager** : AL-Aziza Panda United Inc, Riyadh, K.S.A (3 Years)
* **Convenience Store Asst**: Emirates petroleum products company (Eppco) LLC, U.A.E.(4 Years)
* **Sales Supervisor**: AL-Numairy & AL-Arrayed Trading Co. (ANARCO), U.A.E.(5 Years)
* **Area Sales Executive**: AL-Bayader International L.L.C (UAE).-(1Years)
* **MARKETING MANAGER M5 EXOCTIC LIFESTYLE CONCEPTS**-CHENNAI- INDIA-**(AUGUST 2011 to 2019 )**
* **Business Development Manager-March 2021-SAMSON LIGHTING PVT LTD-Chennai**

**SAMSON LIGHTING PVT LTD-Business Development Manager-March 2021**

. Presentation of the products

· Analytical skills for business development

· Identify new market potential

· Project identification stage wise

· Develop sales and marketing strategies to drive sales growth in the assigned area.

· Develop and manage an efficient distribution network to improve sales performance.

· Manage the sales growth and revenue enhancement

· Conduct market research to understand competitors and market trends.

· Provide innovative ideas and suggestions to improve the market presence.

· Maintain relationship with existing customers for repeat business.

· Build sales culture and sale centric atmosphere among the team members

· Maintain contacts with financial center personnel, processionals and personal contacts to build referrals.

· To play important role in product management and launch of new products

. Marketing and Selling to the High End Residential and Commercial Projects through professional contacts like Architects, Consultants, Interior Designers, System Integrators etc.

Manage the database of Architect and interior designers Execute customer engagement programs

Contact to interior designer/architect/ dealer to generate sales lead

Getting the product approved by Consultants and Architect

To regularly travel and meet existing clients and to ensure the good relationship with them

· To explore and tap new geographical market for company

· To establish company in project and institutional segment and to add new clients based on his back ground and experience

To Track under construction commercial office projects by Site scanning area wise and get all the necessary information by visiting it from under construction site like who is  
Architect, Interior Contractor, Project Manager, Site in charge and key decision takers with contact details.

Plan an appointment (by emails phone) with respective Architects, Contractors, Project Manager for showing products and To Convince decision takers to use our products in respective offices projects.

Basic reporting sample collecting from office and At the end of the day need to fill all day works in excel and share with His Reporting In charge.

# JOB PROFILE IN Sales, Purchase and Marketing-

# M5-EXOCTIC LIFE STYLE CONCEPTS Landscape Projects -Marketing Manager, Senior Business Development Manager, Show Room Manager-Handling All Local Purchase for all Branches in India (AUGUST 2011 to 2019)

* Meeting with Architects, Builders, PMC, Interior Designers, Contractors regarding for Landscapes gardening, Roof gardens, Rainwater harvesting, Swimming pool and Vertical garden for the Projects for constructing all Turn key projects.
* Giving Presentations to Architects, Builders, Consultants, Property Developers Contractors and Interior Designers and giving Products Presentation of the Architectural products.
* Arranging meeting with Architects, Builders, Hotel Corporate, Water Treatment plants, Swimming pool builders and Project Managers.
* Marketing Events, Participating in Trade shows across India
* Motivating Marketing Executives and Sales staff and to increase the Sales growth
* Preparing Marketing strategy, budget report and generating sales report.
* Participating in Showroom sales, Auditing, Inventory and show room operations
* Purchasing with local Vendors, Buyers for our Projects
* Reporting to the Sales Director& General Manager-Operations
* Achieving the Sales Target and Generating new Business.
* Contributed to team effort by accomplishing related results as needed.
* Review requisitions and specifications to obtain competitive quotations from vendors; prepare, tabulate and analyze bids to determine lowest and best bidders; prepare and place purchase orders; keep file of vendors to whom bids have been sent, and record proper documentation.
* Prepare bid and proposal specifications based on research of organizational needs; write and review technical specifications and contracts for purchase of goods and services.
* Performed basic accounting and bookkeeping associated with procurement and department funds in support of Production Department accounting staff.
* Assisted staff by coordinating comprehensive departmental purchasing activities Served as primary point of contact and liaison with vendors for orders, bids, specifications, tracking; maintained documentation and performed other related transactions.
* Generated reports, Performed accounts receivable and payable tasks.
* Maintained departmental Procurement policy and procedure manual and recorded databases

# AL-BAYADER INTERNATIONAL L.L.C. Area Sales Executive (February 2010 TO May 2011)–HORECA Products) Sharjah-U.A.E

* Dealing with buyers, store managers and regional managers of major retail chains.
* Identifying and assessing a client’s critical needs.
* Identifying short and long term growth opportunities.
* Presenting business proposals to prospective clients.
* Attending meetings with clients.
* Maintaining tight budget control over expenditure.
* Forecasting and tracking key account metrics.
* Keeping up to date with market trend and competitor activity.
* Being a point of contact to priority customers and resolving any issues that they have.
* Closely liaising with the marketing team about campaigns.
* Collecting and communicating customer requirements to all necessary departments.
* Providing technical customer support as necessary.
* Conducting regular Business Reviews with customers and suppliers.
* Responding to client communications or queries.
* Networking with business partners and customers.
* Monitoring the effectiveness of any marketing campaigns.
* Dealing with Hyper Markets such Care four super markets, Lulu Hypermarkets, Spinney’s, Co-operative Society, Geant, Safeer groups
* All Catering Dept & Food Courts
* Food Chain Outlets K.F.C, Mac Donald’s, Dunkin Donuts, Herfy and Master foods
* Emirates Group., Swiss Airlines, Air India, Ithihad Airlines

# AL-NUMAIRY AL-ARRAYED TRADING CO-Sales Supervisor & Assistant Purchaser (NOV 2004 to 2009 DEC)-Dubai -U.A.E

* Visited top Hypermarkets/ supermarkets/ groceries/ petrol stations in UAE and analyzed sales, new opportunities, competition, product display and profitability of each outlet.
* Listed new product lines in Geant, Carrefour, Regency group, Al Manama group, RAK   
  Co-operative Society, Toys  R  us, Lulu group etc.
* Proposed promotions in Giant, Carrefour UAE, Al Safeer group, Regency group, Spinney’s, Eppco/Enoc and Adnoc petrol stations which enhanced the overall sales.
* Price revised upwards in all outlets by regular sittings with the purchase managers of each groups.
* Prepared effective and economic route plan for each team member for effective calls and call cycles.
* Conducted training on merchandising, effective sales calls, and achievement of targets to all team members, which improved the selling skill.
* Implemented regular reporting and analysis system, which improved the accountability and proper visits to all outlets.
* Floating enquiries to potential registered vendors or to source new suppliers if required according the requirements.
* Prepare purchase orders and send copies to suppliers and to departments originating requests.
* Handling of long term contracts like rental equipment, services and maintenance.
* Determine if inventory quantities are sufficient for needs, ordering more materials when necessary.
* Respond to customer and supplier inquiries about order status, changes, or cancellations.
* Review requisition orders in order to verify accuracy, terminology, and specifications.
* Calculate costs of orders, and charge or forward invoices to accounts.
* Establish good working relationships with vendors through personal and telephone contact; discuss and resolve problems regarding delayed delivery dates. Return damaged or incorrect items to vendors and processes necessary paperwork for credit.
* Make studies and collect data on current market conditions to keep informed on market trends; interview salesmen regarding ordering of supplies.
* Check prices and approve invoices on purchase orders; schedule delivery dates; follow up on delayed deliveries.

# EMIRATES PETROLEUM PRODUCTS COMPANY (EPPCO) LLC.-Dubai-U.A.E “Convenience Store Assistant” & Procurement Controller (From June 2000 to May 2004)

* Acknowledge and greet the customers, offer assistance and promote additional Products and services, increase the sales by good services
* Handling various vendors for all the categories in the convenient store.
* Preparing daily work sheet for depositing of cash to the bank for the Daily sales of the site.
* Handling cash machines like (Casio SA 1000, SA 5000 & Ruby)
* Entering day to day invoice of the product supplied by the suppliers
* Follow up with the vendors as per the requirement of the convenient store
* Maintaining merchandising standards and plan-o-grams
* Maintain all records as per the budget, sales and requirements
* Giving weekly and monthly report of the site sales
* Taking monthly physical stock of the site and entering into the system
* Maintaining clean atmosphere in sales area
* Reporting customers feedback to the organization
* Preparing duty and housekeeping roaster for weekly
* Merchandising the Products according to Plano gram
* Inventory control for every Quarter and Annually
* Staff Meeting every week and giving International Customer Service Program
* Handing Oil and Gas sales reports done by Forecourts
* Calibration done every week
* Generating weekly, monthly reports and have discussion with the Regional Sales Manager
* Attending meeting with Corporate.
* Having software program with advance Logistics department
* Updating every safety measures in the Store Level with the Staff meeting
* Checking and FIFO and Expiration about our food products in the shelf and ware house.
* Giving SAFTEY Program for the food processing in the Store.
* All the way greeting customer with all exceptional service standards.
* Finally Achieving the Company target in the store level for quarterly, half yearly and annually.

# AL-AZIZIA PANDA UNITED INC  “Assistant Store Manager (Procurement Store Operations & Logistics-(From March 1996 To March 1999) Riyadh-K.S.A

* Responsibility for the achievement of budgeted targets through sales & profit generation.
* A high focus and attention to detail is required with customer and staff safety, customer service, staff presentation and over all site presentation. Preparing and placing the stock orders and their receipt.
* Develop and maintain the stock loss reports and action plans where required address any anomalies.
* Responsible for the professional management guidance and leadership of to ensure the outstanding levels of customer service and maintain all time. all staff to ensure that all stock including monthly promotional displays is merchandised professionally at all times.
* Assisted in evaluation of new vendors and reviewing purchase requisitions, prepared and issued purchase orders whilst negotiating the best prices, delivery and credit terms and source new vendors.
* Evaluated inventory levels with overall accountability of product development and enhancement wherever suitable.
* Implementing key procurement strategies of material and ensuring that strategies and schedules are aligned with organizational objectives and buyers’ commitment analysis.
* Playing vital role in economizing the cost and enforcing proper stock control while maintaining updated stock for planning future capacity requirements.
* Reviewing / assessing technical specification to determine suitable vendors and suppliers by analyzing and evaluating all purchasing requisitions to ensure clarity and completeness in description of material.
* Preparing and issuing requests for quotations to qualified vendors as per company’s approved vendor list while reviewing vendors and suppliers quotations to determine best price and deliver date.
* Negotiating with suppliers to ensure that target prices, company’s terms and conditions are met with overall responsibility of managing overall procurement functions through detailed planning.
* Responsible for preparing comparative analyses documents related to specs, price, delivery conditions and mode of transportation by coordinating various technical reviews with projects and end users.
* Coordination on logistics with overall accountability of import/export documentations to the nominated clearing agents.
* Processing for payment settlement with proper review of documentation.
* Finally Achieving the Company target in the store level for quarterly, half yearly and annually

# BENZ Automobile Ltd.  Sales Representative & Purchaser (From Dec 1993 To Dec 1995)

* Dealing with especially all Light Vehicles and Heavy vehicles Automobile
* Parts and do Internal purchase with other distributor and getting quotation and checking the quality.
* Promote all kinds of Automobile Spare parts to all company and all subs marketing our Products to all Workshops and also direct to customers.
* Identifying Potential new products & suggest innovative marketing strategies.
* Having Relationship with other Purchase Manager & Procurement Teams
* Responsible for the procurement of all goods, equipment, and services for the company at the best prices by performing a stringent negotiation with vendors.
* Assisted in formulating budgets for timely procurement of materials to ensure smooth execution of projects and planned, negotiated and finalized orders’ while successfully managed its documentation.
* Negotiated with suppliers for finalizing the price terms and defined delivery timeliness for materials thereby ascertaining uninterrupted construction works and production.
* Assisted in budgeting and allocated funds for procurement and sourced while monitoring the incoming material supplied by vendors, ensuring their quality as per specifications.
* Responsible for the professional management guidance and leadership of to ensure the outstanding levels of customer service and maintain all time. all staff to ensure that all stock including monthly promotional displays is merchandised professionally at all times.
* Review requisitions and specifications to obtain competitive quotations from vendors; prepare, tabulate and analyze bids to determine lowest and best bidders; prepare and place purchase orders; keep file of vendors to whom.
* ***Personal Details :-***
* Academic Qualification: M.B.A-SALES & MARKETING
* BACHLEOR IN ENGINEERING-Mechanical
* Diploma in Mechanical Engineering
* Driving License: U.A.E license holder
* Address for Communication:
* No.1076-O-Ground floor-44th Street-TVS Colony –Anna Nagar West Extn-Chennai-101
* Computer Literacy: Working knowledge in MS Office
* Date of Birth: 12th May 1972
* Nationality: Indian
* Passport Details: M 6862802
* Date of Expiry: 25-2-2025
* Place of Issue: Chennai
* Languages Known: English, Arabic, Hindi, Telugu, Tamil and Malayalam.

Date

Yours Faithfully

G.Muralidharan