**RAHUL PRABHAKAR GHYAR**

F/204/regal heights,sector-08,vasant nagari,near vasant nagari

ground,vasai east,mumbai.pin-401208

**Phone**: +09158603889; **Email**: rahul.ghyar@gmail.com

<Date>

<Name>

<Designation>

<Company Name>

<Address>

<City, State>mumbai,

Sub: <Position applied for>

Dear Sir/Madam,

This is with reference to your advertisement for the subject position that I am prompted to propose my candidature.

Prosperity of a company may definitely be defined in terms of its smooth production and meticulous planning. This throws up the need of specialized technocrats with capability to integrate these two vital activities generating a profitable proposition for the company

**Qualified professional; targeting assignments in Sales and Marketing; possess zeal to make a mark in the Construction Material Industry and to further company’s objectives and goals within timelines Possess experience in sales, marketing, business development, distribution, client relationship management, coordination, revenue generation and judicious utilization of resources.** Refined understanding of business dynamics & updated market knowledge combined with the talent to amalgamate Sales & Marketing abilities

**Core Competencies:**

Business Development and Strategy ● Sales Planning & Execution ● New Product Launch ● New Market Development ● Brand Management ● Publicity & Promotions ● Team Leadership

At this stage I find myself to be groomed enough to look outward and explore the possibility of placement at a suitable professional position with higher responsibilities. A tour through my enclosed resume shall familiarize you with the details and I am confident, in my credentials, you would find a perfect fit for the said job. Thanks in advance for sparing your time

Shall much appreciate a call for personal interview

Yours sincerely

Rahul .P.Ghyar

**RAHUL PRABHAKAR GHYAR**

F/204/regal heights,sector-08,vasant nagari,near vasant nagari

ground,vasai east,mumbai.pin-401208

**Phone**: 09158603889; **Email**: rahul.ghyar@gmail.con

**SALES & MARKETING PROFESSIONAL**

*Seeking assignments in Construction Material Sector*

* Dynamic and vibrant professional with over **22 years of experience** and well-honed expertise in the areas of sales and marketing strategies, team leadership, performance management and client retention. Currently spearheading as **GM** with CRYSTAL **GRANITO PVT LTD,(working area:-Maharashtra,Mp,Cg,and Goa)**
* Visionary leadership in assessing client needs, and strategically positioning programs aligned with customer and market needs/ projections.
* High caliber in creating, developing & executing innovative business development plans & strategies together with designing, consolidating & improving organizational processes.
* Solutions oriented approach with excellent relationship skills, successfully and consistently delivering the responsibilities of Revenue Generation, Profitability, Market Share and Customer Satisfaction.
* Refined understanding of business dynamics & updated market knowledge combined with the talent to amalgamate Sales & Marketing abilities with overall business operating plan

**Core competencies**

Business Development and Strategy ● Sales Planning & Execution ● New Product Launch ● New Market Development ● Brand Management ● Publicity & Promotions ● Team Leadership

**CRYSTRAL GRANITO PVT LTD**   **Since FEB 2018**

**GENERAL MANAGER**

* Developed market for the product by exploring avenues for new applications, across up-country market (Maharashtra,,MP,Cg & Goa) to meet the market demands in addition to regular sales and collections.
* Identify and wok with strong / cost-effective and reliable dealer network and establish strategic alliances to facilitate deeper market penetration thereby enhanced sales
* Carry out the task of product promotions via various channels and conduct Product benchmarking exercise for standardizing product operations and to meet international quality standards and benchmarks
* Interfacing with potential customers to generate enquiries, structure price offers and close the sale.
* Integral member responsible for receiving customer orders, providing confirmation after formulating plans with production and monitoring deliveries and initiating corrective actions in case of deviations. Ensured collections as per collectibles and enabled speedy order processing.
* Ensure target achievement per year with requisite investments & scheme settlement across the region.
* Manage the distribution and logistics system, stock in-hand, new arrivals and liaise with H.O while keeping in check the merchandise assortment/ inventory across the region.
* Pivotal role in planning of revenue and in drafting and implementation of budget. Giving advice to the top management regarding financial planning and spending
* Designing schemes & creative plans for marketing and promotional activity while handling sales & developing locations for new profitable ventures for revenue generation
* Conduct close monitoring and thorough analysis of trends, adherence to forecasts, market penetration and market intelligence study for project feasibility studies.

**Achievements**

* Key part played in extensive increase in the dealer network for **Seron Granito pvt Ltd**
* Increased direct sales and whole sale and achieved all assigned targets
* Ensured 100% collection from dealers within the standard timelines

**CRYSTAL CERAMICS PVT LTD.**

**GENERAL MANAGER**

* Developed market for the product by exploring avenues for new applications, across up-country market (Maharashtra,Mp,Cg & Goa) to meet the market demands in addition to regular sales and collections.
* Identify and work with strong / cost-effective and reliable dealer network and establish strategic alliances to facilitate deeper market penetration thereby enhanced sales
* Carry out the task of product promotions via various channels and conduct Product benchmarking exercise for standardizing product operations and to meet international quality standards and benchmarks
* Interfacing with potential customers to generate enquiries, structure price offers and close the sale.
* Integral member responsible for receiving customer orders, providing confirmation after formulating plans with production and monitoring deliveries and initiating corrective actions in case of deviations. Ensured collections as per collectibles and enabled speedy order processing.
* Ensure target achievement per year with requisite investments & scheme settlement across the region.
* Manage the distribution and logistics system, stock in-hand, new arrivals and liaise with H.O while keeping in check the merchandise assortment/ inventory across the region.
* Pivotal role in planning of revenue and in drafting and implementation of budget. Giving advice to the top management regarding financial planning and spending
* Designing schemes & creative plans for marketing and promotional activity while handling sales & developing locations for new profitable ventures for revenue generation
* Conduct close monitoring and thorough analysis of trends, adherence to forecasts, market penetration and market intelligence study for project feasibility studies.

**Achievements**

* Key part played in extensive increase in the dealer network for Amazoone Vitrified Tile
* Increased direct sales and whole sale and achieved all assigned targets
* Ensured 100% collection from dealers within the standard timelines

**AGL GRANITO VITRIFIED PVT LTD**   **May 2015 - JAN 2017**

**(AGM):-Assistan General Manager**

* Sensed and analyzed business opportunities for possible exploration of market in Maharashtra,Cg & Goa.
* Formulated and implemented innovative sales and promotional policies to generate desired impact on the market
* Accountable for developing new channels for business as well as handling the existing channel network.
* Generated sustainable market share of products and services by conducting detailed market analysis to find out the latest market trends for promotional activity in schools
* Planned, executed strategies & promotional campaigns for sales initiatives for brand leveraging and to increase market penetration
* Analyzed competitors’ activities, providing inputs for product enhancement & fine tuning sales & marketing strategies
* Created strategies to access unexplored markets while tracking market dynamics and inputs to realign tactics/strategies to counter competition.
* Conducting detailed market surveys and feasibility study to analyze the latest market trends while coordinating with various agencies.

**Achievements**

* Successful in achieving all assigned targets throughout the tenure.
* Increased dealer network for SIMERO Vitrified Tile along with enhancing direct sales and whole sale Market.

**SIMPOLO VITRIFIED PVT LTD.** **June 2007 To April 2015**

**Assistant General Manager**

* Successfully accomplished the allocated primary and Secondary sales targets within the strict timeframe from Maharashtra,Cg,and GOA with the company’s product range - Vitrified Floor Tiles
* Developed & implemented schemes to ensure business growth while settling the schemes for the channel partners and managing the after sales service network in all area. Establish excellent rapport with the clients for the repeat business.
* Handling the task of promoting mandate projects through managing Sales and Marketing department along with streamlining the existing systems and procedures to bring them in line with the changing needs of the customers, changing trends in the market as well as positioning strategy of the company.

**WESTERN MARBO VITRIFIED PVT LTD.**  **oct 2004 -DEC 2007**

**Regional Sales Manager**

**DAZZLE DESIGNER TILE PVT LTD.**  **Area Sales Manager**  **MARCH 2003 - sept 2004**

**NAVA BHARAT OUTDOOR (SOLUTION)**

**Area Sales Manager MARCH 2000-JAN 2003**

**EDUCATIONAL CREDENTIALS**

**Diploma in Business Administration (Marketing)**

DBM (Pune University)

Master of Commerce(Nagpur University)

**Bachelor in Commerce (Business, Laws, Taxation and Auditing)**

A G College,( nagpur University)

**EXTRA CURRICULAR ACCOLADES**

* Attended International Seminar on World Trade Organization, .
* Worked as an Active member of Cultural and Sports Committee during DBM
* Was awarded as Best Cricketer at college & PG level.
* Associated with N.S.S. at graduate level.
* Organized blood donation camp.
* Participated in rally for arranging relief .

**Date of Birth**: Janury 18,1982

**Languages Known**: English, Hindi, Marathi

**References:** Available on request.