

Manish Kumar

MBA, Marketing (Pursuing), Bachelor of Commerce

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Profile Summary

Result-oriented professional with 5 years of experience & commercial awareness in:

Sales Analysis

Sales & Purchase Order

Staff Management

Product Management

Coordination with Sales Team

Coordination with Marketing Team

Customer Management

MIS Reporting

Budget & Forecasting

- Currently working with **Swatch Group (India) Private Limited as Sales Coordinator** for “**TISSOT**” Swiss watch Brand.
- Collection of sales data from **280+ MBOs, 18+ Boutiques & 4 Duty free Stores** and preparing **sales analysis** report on monthly basis.
- Monitoring current position of inventory on daily basis.
- Performing duties of **pricing analyst** to establish new and periodically reevaluate existing wholesale pricing for multiple channels based on gross margin requirements and rate of sale.
- Preparing **stock indent/stock movement** on weekly basis.
- Responsible to prepare DSR for tracking the sales budget for the month.
- Preparing **sales reduction / trade margin** working for Tissot Brand.
- Preparing sales incentive plan for retail staff for enhancing sales turnout.
- Managing retail staff database, day-to-day coordination for various issues.

Organizational Experience

Since May'14: Swatch Group (India) Private Limited, Saket New Delhi as Sales Coordinator

Key Responsibility Areas: -

- Working with sales team for collection of sales orders and entering same in ERP system.
- Coordinating with Credit Control department for release of sales orders and resolving payment and accounting related issues.
- Responding to Customer's queries related availability of watches and new arrivals.
- Closely working with warehouse and logistic team for billing and timely dispatch of billed stock.
- Follow up with sales team and retailers regarding E- way bill for logistic team.
- Responding to retailer's queries related to overdue receivables, sales return, trade margins, B2B discount, credit notes, debit notes & POS material etc.
- Preparing Annual Incentive/Trade Margin working and communication letter.
- Collection of sales data from stores and preparing sales analysis report on weekly basis based on zone wise, retail store wise.
- Assisting Brand Manager in preparing budget, forecasting, brand's sales position on MTD & YTD basis, preparing variance analysis for actual vs budgeted sales figures, preparing database for dealer's annual target incentives, sales manager's individual targets.
- Monitoring stock levels and ageing on weekly basis, and providing information to sales team to liquidate old and non-moving stock.
- Responsible to send appropriate display materials and others POS materials to retail outlets.
- Handling watches details that are issued during the PR event and promotional programs.
- Providing training to counter staff using Individual Development Process.
- Preparing MIS for retail staff payroll & incentive payment.

Sep'13 – Apr'14: Swatch Group (India) Private Limited, Saket New Delhi as Accounts Executive (Credit Control)

Key Responsibility Areas: -

- Updation of books of accounts on daily basis.
- Responsible for debtor's & bank reconciliations.
- Coordinating with retailers for collection and accounts related issues.
- Preparation of MIS on monthly basis.
- Assisting in preparation Sales Analysis.

Key Responsibility Areas: -

- MIS report on Monthly basis
- Managing all the Logistics related activity of the company.
- Preparing Import & Export Cargo Documents.
- Preparing presentation for our new clients.
- Tracking Import & Export Shipments to ensure that they are scheduled and inform to logistics team for further custom clearance process.
- Making report for management analysis.

Career Highlights

- Helped sales team in liquidating old and non-moving stock by providing various information i.e. stock levels, stock ageing, incentive plans for retailers which resulted in liquidation of old and non-moving stock of approx. 1.75 Crores.
- Assisted Brand Manager in maintaining optimum level of inventory that resulted in significant improvement in stock levels.
- Implemented the Stock analysis & Stock Indent excel tool in all MBO's & Boutiques.
- Provided strong support to sales team that resulted in double-digit growth in sales for 2015 & 2016.
- Implemented the Back Order analysis Excel tool to reduce duplication of Billing.

Education & Certifications

(A) Academic

2019 M.B.A. (Marketing) from Symbiosis Distance Learning, Pune.

2013 Bachelor of Commerce from Delhi University.

2011 12th from CBSE.

2009 10th from CBSE.

(B) Computer Proficiency

Tools: MS Office (MS Word & MS Excel Advanced, MS PowerPoint, MS Outlook, MS Access)

IT Skill: ERP: Tally 7.2, Oracle, SAP, presently working on Oracle

Date:

Place: New Delhi

(MANISH KUMAR)